



L'Antonio
RESORT WEAR



Costa Rican born and Brooklyn raised Lloyd Crawford started i-Fashion (i-fashionmag.com) magazine with the hopes of shining a lens on the diversity in the fashion world. His love of the camera and fashion lead him to create i-Fashion magazine, who will celebrate it's 10th year anniversary May, 2018. The magazine's mission is creating a platform for creative minds to build and share through colors, design and ultimately fashion; both domestically and internationally. Lloyd's ability to straddle the worlds of business, photography and design

makes him a man of diversity and inclusion. He captures the essence of emotion in his work while also using his creative mind to create resort wear, L 'Antonio, which will showcase at his May 12th celebration.

Lloyd's L 'Antonio line is one of a kind in that it is the complete package, including classy swimsuits coupled with jewelry, wraps and handbags. As a true Taurus Lloyd's loyalty and groundedness has kept him in high regard among his colleagues in the industry. A soft-spoken man with a radio voice and a radiant smile Lloyd's ability to engage all audiences adds to his uniqueness.

Professionally shooting since 1989, Lloyd's images have graced the pages of Vogue, Elle, W, Essence and countless others.

It wasn't until after these accomplishments that he realized there were so many local fashion talents that needed to be seen. Hence the birth of i-Fashion Magazine. People always ask what the "i" in i-Fashion stands for and the reply is "independent."

The initial premise behind the magazine was a way to showcase Lloyd's work to a greater audience. But after working with so many talented individuals and teams, he felt it was important to showcase their work as well. What makes i-Fashion unique both domestically and internationally, is the hand-picked display of new artists featured side by side with established talent. Even after 10 years Lloyd is still the man behind the camera, and the computer, connecting personally with the artists.

When i-Fashion Magazine started in 2010, after a two-year run, the magazine had a modest following, close to 75,000. However, at the end of 2016, the magazine's following is well over 400 thousand readers. With a staff of eight fashion professionals the i-Fashion Team mentors and educates models and actors, as well as up and coming fashion talents new to the industry. Ultimately, i-Fashion Magazine brings awareness and builds community for the new fashion individual and one very important way Lloyd fosters this is, is by building and maintaining relationships with other Editor-N-Chiefs who drive magazines with similar missions such as Sophia Davis of Fashion Avenue News Magazine, Billy Blunt of Billy Blunt Magazine, and Donna Michelle Franklin of DMochelle Fashions Magazine.

A large, stylized red number 7, rendered in a thick, brush-stroke style. The number is positioned at the bottom center of the page.



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L' Antonio is a collection of original designs coupled with a selection of various and specific designer clothing and accessories geared towards resort wear.

The roots of L' Antonio are grounded in the love of tropical living. Particularly the country of Costa Rica where I was born. We have a saying called *Pura Vida*, meaning simple life, free of stress, a positive and relaxed feeling; and so my passion was to create a line that was simple, beautiful and stress free.

In addition to the look, my vision is to add to the ease of being at a resort by allowing women to move from beach or pool side to a restaurant or lounge without the hassle of changing outfits.

My lens as a photographer drew me to specific designers who would both compliment and add to the simple and elegant look of L' Antonio. Not only do we sell originally designed individual pieces, we sell the whole look. It is understood that one piece of garment does not stand alone, it is the whole ensemble; anything from the swim suit, cover-ups, jewelry and/or handbag is available for your purchase. We invite you to come share in the L' Antonio experience.





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