



LIVID

CULTURALLY *Speaking*

2025



The Art of Fashion.
**THE DEPTH
OF BEAUTY.**

Multiplicity in lifestyle inherent in the
myriad cultures of the World.



振和興大金行

ห้างขายทองจีนตัวโต



行金大興

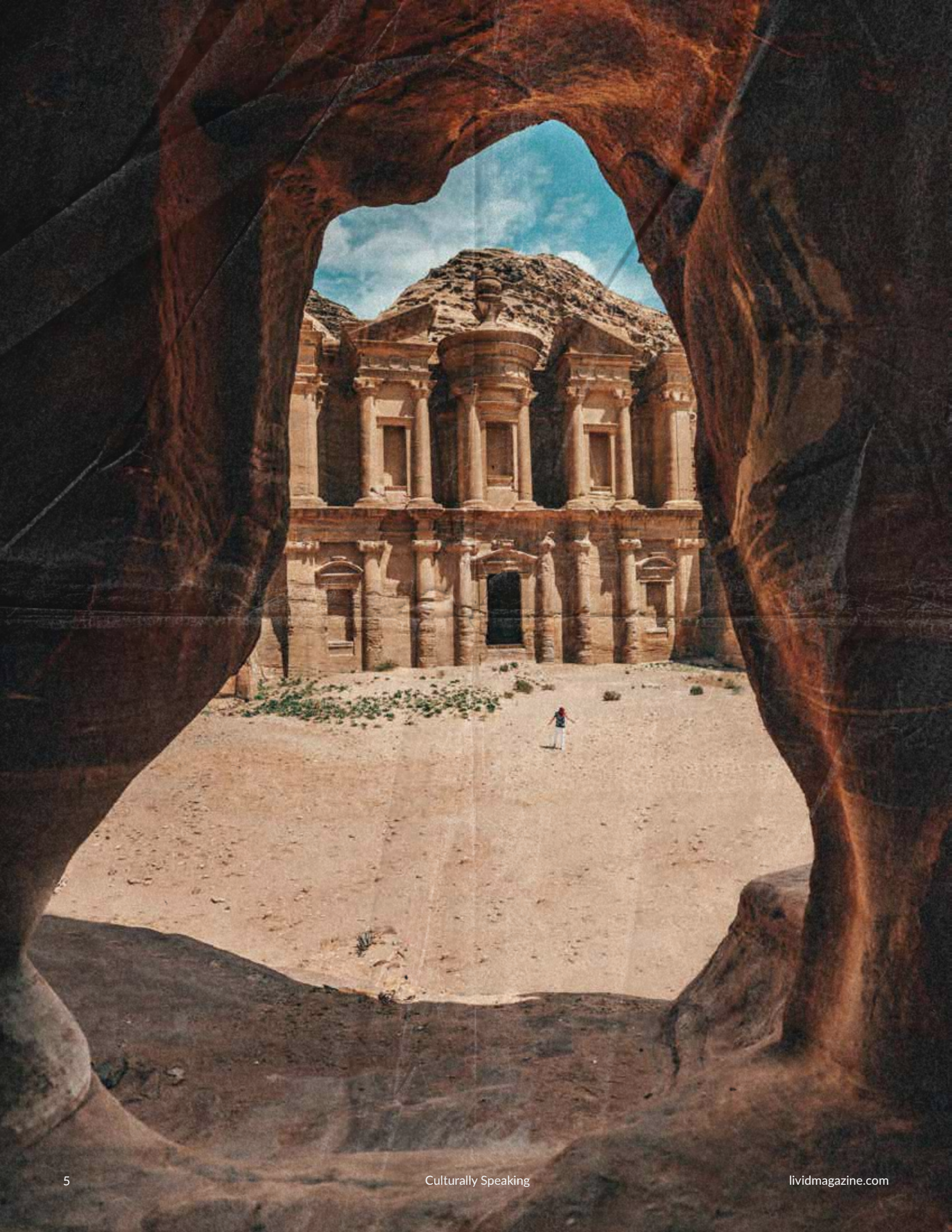
行金大興和振



CULTURALLY *Speaking*

Dedicated to promoting empowerment and enrichment of cultural identity and diversity by revealing the hidden meanings and functions for social change.





OUR STORY.

MISSION

Our mission is to celebrate diversity and enhance cultural richness. At LIVID Magazine, we provide a platform to amplify the voices of communities globally, spotlighting the significance of cultural identity, heritage, and social advancement. Through creating insightful content and facilitating thought-provoking discussions, we aim to bridge cultural gaps, foster mutual understanding, and inspire individuals to embrace and take pride in their cultural roots.

VISION

CULTURAL ENRICHMENT: Our campaign deepens cultural awareness by highlighting global traditions, art, cuisine, and stories. We aim to

cultivate an appreciation for the distinct beauty and uniqueness of each culture.

EMPOWERMENT: We empower individuals by celebrating their cultural identities, which enhances their sense of pride and self-worth. This empowerment boosts confidence and enables them to drive positive change within their communities.

AWARENESS AND UNDERSTANDING: We raise awareness and understanding of diverse cultures through our content. This effort is crucial in breaking down barriers, dispelling stereotypes, and fostering empathy among people from different backgrounds.

SOCIAL CHANGE: "Culturally Speaking" serves as a catalyst for social change by bringing to light the challenges faced by various communities.





We inspire our audience to engage in advocacy and action, contributing to a more equitable world.

EMPOWERING DIVERSITY FOR SOCIAL CHANGE

LIVID Magazine's "Culturally Speaking" is a vibrant initiative dedicated to promoting empowerment and enriching cultural identity and diversity. We delve into the tapestry of cultures, uncovering hidden meanings and functions that foster social change. This campaign illustrates what it means to LIVID, why we are committed to it, the benefits it offers, the content we produce, the individuals we connect with, and its global significance.

WHAT IS THE CULTURALLY SPEAKING CAMPAIGN?

The Culturally Speaking campaign embodies LIVID Magazine's dedication to celebrating diversity and enriching cultural experiences.

We serve as a voice for communities worldwide, emphasizing the importance of preserving cultural heritage and fostering social progress. Our efforts aim to bridge cultural gaps, enhance understanding, and empower individuals to celebrate their cultural heritage.

WHY DO WE DO IT?

At LIVID, we understand the intrinsic value of diversity. Our dedication to the Culturally Speaking campaign stems from our belief that embracing and understanding diverse cultures enriches society and is essential for maintaining social harmony. We are committed to dismantling stereotypes, challenging prejudices, and promoting inclusivity, thereby helping to forge a more compassionate and united world.

THE CULTURALLY SPEAKING CAMPAIGN'S COMMITMENT

The Culturally Speaking campaign is a testament to our commitment to fostering a world where

GLOBAL SIGNIFICANCE.



cultural diversity is celebrated, understood, and respected. We believe that embracing our differences is key to building a more compassionate and equitable global community. Join us on this journey of empowerment, enrichment, and positive social change. Together, we can make a profound impact on the world.

THE GLOBAL SIGNIFICANCE FOR OUR COMMUNITY

“Culturally Speaking” is not just a campaign; it’s a movement with global significance. In an increasingly interconnected world, understanding and respecting diverse cultures is crucial. Here’s why this campaign is vital on a global scale:

PROMOTING PEACE: Fostering cultural understanding is a powerful tool for promoting peace and harmony. By appreciating one another’s cultures, we reduce the potential for conflict and prejudice.

GLOBAL CITIZENSHIP: In an age of globalization, being a responsible global citizen means

acknowledging and respecting cultural diversity. “Culturally Speaking” encourages a global mindset.

EMPOWERING MARGINALIZED COMMUNITIES: Our campaign sheds light on the challenges faced by marginalized communities. By raising awareness, we contribute to efforts aimed at addressing these issues on a larger scale.

INSPIRING CHANGE: “Culturally Speaking” inspires individuals to take action. By connecting with our audience, we encourage them to participate in initiatives that promote social change and cultural preservation.

TYPES OF CONTENT WE CREATE

Our “Culturally Speaking” Campaign encompasses a wide array of content, including:

FEATURE ARTICLES: In-depth explorations of cultural traditions, histories, and contemporary issues.



INTERVIEWS: Conversations with cultural leaders, activists, and artists who share their insights and experiences.

CULTURAL SHOWCASES: Profiles of cultural events, festivals, and celebrations.

FASHION & BEAUTY EDITORIAL SHOOTS: Captivating visual journeys that blend cultural aesthetics with fashion and beauty.

HOTEL REVIEWS: Experiences of luxury and culture intertwined in exceptional hotel destinations.

RESTAURANT REVIEWS: Culinary adventures that explore the fusion of culture and cuisine.

PHOTO ESSAYS: Visual narratives that capture the essence of different cultures.

OP-EDS: Thoughtful commentary on cultural topics and social issues.

RECIPES: Culinary journeys that invite readers to savor the flavors of various cuisines.

Through this diverse content, we strive to offer a holistic perspective on cultural diversity, fashion, beauty, travel, and culinary experiences.

THE PEOPLE WE CONNECT & REACH

“Culturally Speaking” connects with a diverse and global audience. We engage with:

READERS: Individuals who are curious, open-minded, and eager to learn about different cultures.

CONTRIBUTORS: Writers, photographers, and creators who share their expertise and passion for cultural topics.

CULTURAL INFLUENCERS: Thought leaders, activists, and artists who use their platforms to promote cultural awareness and positive change.

FASHION & BEAUTY INFLUENCERS

TECHNOLOGY INFLUENCERS

COMMUNITIES: We engage with cultural communities, both locally and globally, to amplify their voices and stories.

Our aim is to create a sense of community where people from all backgrounds can come together to celebrate diversity.

PREVIOUS SPONSORSHIPS.

CANADA - British Columbia, Quebec & Vancouver

CUBA - Havana

ENGLAND - London

FINLAND - Helsinki and Laplands

FRANCE - Paris, Guadeloupe

GREECE - Corfu, Rhodes, Kos, Athens, Santorini, Mykonos, Nafplio, Monemvasia, Oitylo, & Kalamata

INDIA - Mumbai

INDONESIA - Bali

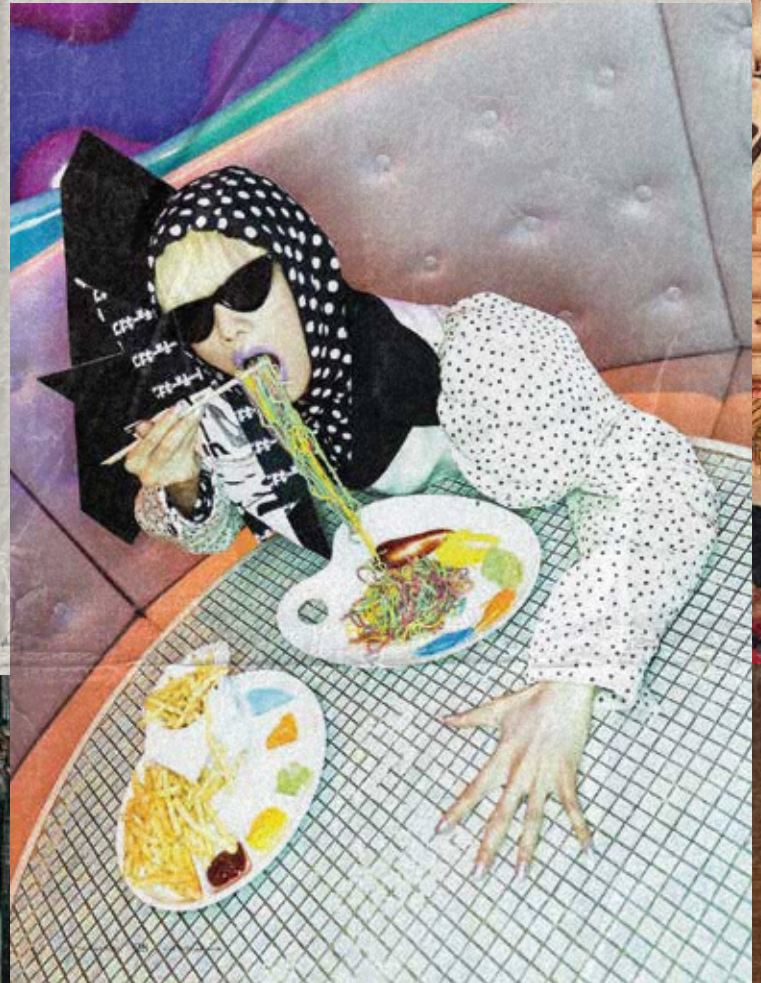
ITALY - Milan, Verona and Venice

JAPAN - Tokyo, Osaka and Kyoto

MEXICO - Mexico City, Puerto Vallarta, Sayulita, & Punta Mita

UZBEKISTAN - Tashkent

VIETNAM - Ho Chi Minh City



DELIVERABLE THE PEOPLE WE CONNECT & REACH **STATS.**

We have established robust partnerships with a diverse array of brands, influencers, cutting-edge technologies, and Ministry of Tourism boards across various regions. Together, we have successfully produced and distributed over half a million USD in digital assets and processes. This expansive collaboration has significantly enhanced our engagement with audiences, both through print and digital media. By leveraging these partnerships, we have not only expanded our reach but have also played a pivotal role in redefining and enriching the representation of cultural diversity. Our efforts ensure that every engagement is impactful, fostering a deeper understanding and appreciation of global cultures.



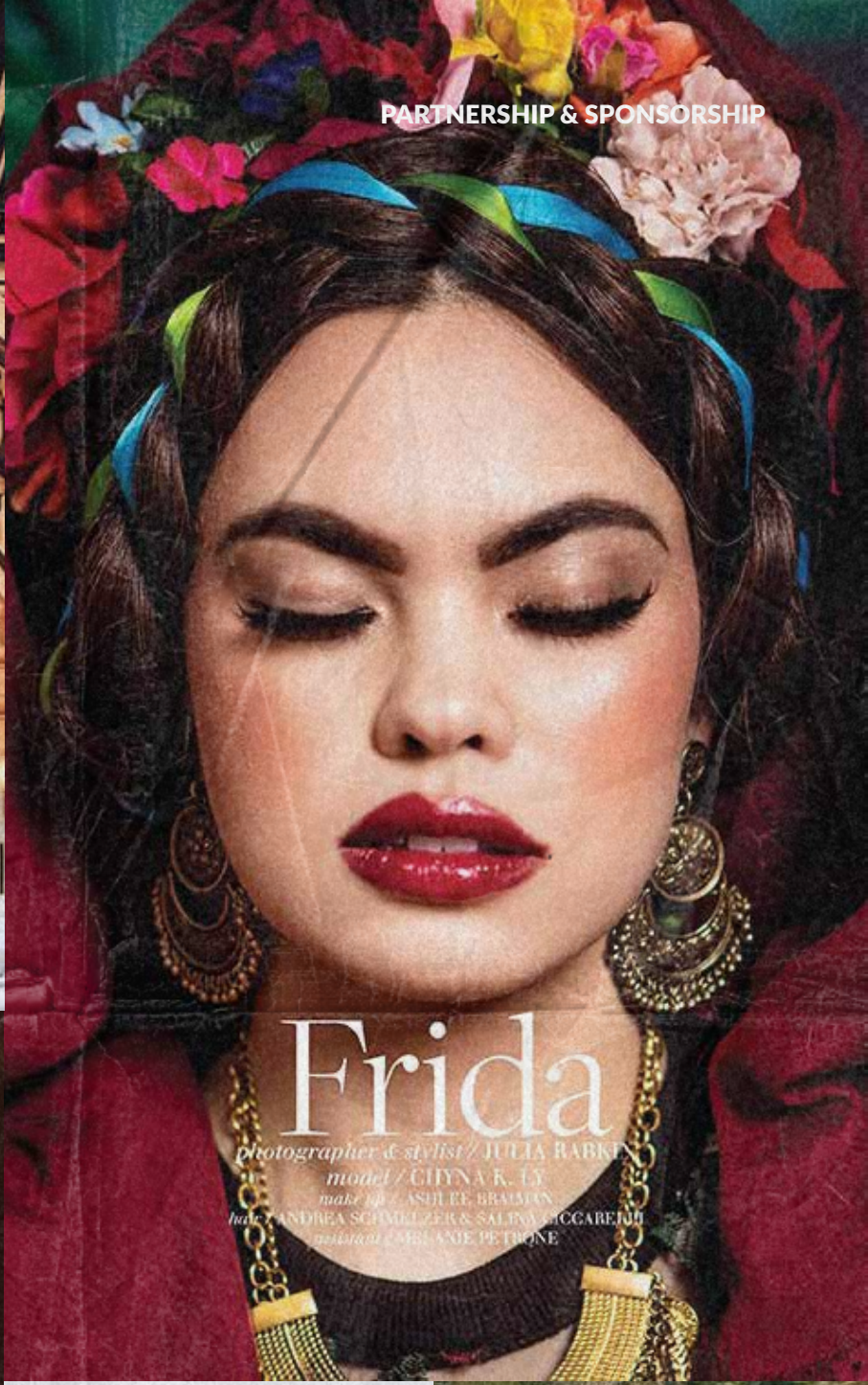
SAINT

JAMES PARIS

Words by Zara Durrani, Features Editor
photos by Studio Roch - Ulrich Lumley
hair & make up by Camille Cuirot



PARTNERSHIP & SPONSORSHIP



Frida

photographer & stylist / JULIA RABKE
model / GIYNA K. LY
make up / ASHLEE BRAMMAN
hair / ANDREA SCHMIDTZEIG & SALTINA MCCARETTI
assistants / CARLI ANNE PETRONE



PARTNERSHIP & SPONSORSHIP.

WHY PARTNER WITH CULTURALLY SPEAKING?

Partnering with Culturally Speaking offers unique opportunities to align your brand with a socially conscious movement dedicated to celebrating diversity and promoting empowerment.

BY PARTNERING WITH US, YOU CAN:

Reach a diverse and engaged audience passionate about cultural enrichment and social change. Enhance your brand's reputation by demonstrating a commitment to diversity, inclusion, and social responsibility.

Access exclusive content and events that resonate with our audience and align with your brand values.

Amplify your message through our multimedia platforms, including print and digital magazines, social media, and events.

PARTNERSHIP OPTIONS

We offer flexible partnership options tailored to meet your specific goals and objectives:

CONTENT INTEGRATION: Feature your brand in our editorial content, including sponsored articles, interviews, and branded content series.

EVENT SPONSORSHIP: Sponsor our cultural events, festivals, and showcases, gaining visibility among our audience and aligning your brand with cultural enrichment and empowerment.

DIGITAL ADVERTISING: Advertise your brand on our website, social media channels, and email newsletters, reaching our diverse and engaged audience with targeted messaging.

PRINT ADVERTISING: Showcase your brand in our print magazine, reaching readers who appreciate high-quality content and sophisticated design.

CUSTOM PARTNERSHIPS: Create custom partnerships tailored to meet your unique marketing objectives, including co-branded campaigns, product collaborations, and experiential activations.

PRICING OPTIONS

Our pricing options are customizable based on your specific needs, objectives, and budget. Contact us to discuss pricing and partnership opportunities tailored to your brand.





CONNECT WITH US

Reach out to us today to explore how we can collaborate to create meaningful, impactful content that resonates with diverse audiences. Together, we can drive positive change and promote a deeper understanding of cultural diversity through innovative and engaging partnerships. Your involvement can help shape a more inclusive and empathetic world, so let's start this journey together.

DANIEL WATSON
FOUNDER & CEO
daniel@lividmediagroup.com

NATALIA VALENCIA
ADVERTISING DIRECTOR
ad@lividmediagroup.com

FEATURES DIRECTOR
FEATURES DIRECTOR
features@lividmediagroup.com

FEATURES DIRECTOR
MARKETING DIRECTOR
marketing@lividmediagroup.com

FEATURES DIRECTOR
PARTNERSHIPS DIRECTOR
partnerships@lividmediagroup.com

CINDY ADAMS
PUBLICITY DIRECTOR
pr@lividmediagroup.com