



PRESSKIT  
2022



***delfino***®



Hermanos  
Tony Delfino

D.F.\*CDMX  
EST. 2008

D.F.\*CDMX  
EST. 2008



**Tony Delfino**  
**Centro. D.F.**  
**08-5M**

Tony Delfino is an independent streetwear brand based in the heart of Mexico City. Born in mid 2008 with the primary intention of producing one of a kind pieces for us and our friends.

The soul of the brand is the convergence between the artistic experience, design and textile, as a result Tony Delfino has become a national brand with a unique graphic identity in the current scene.

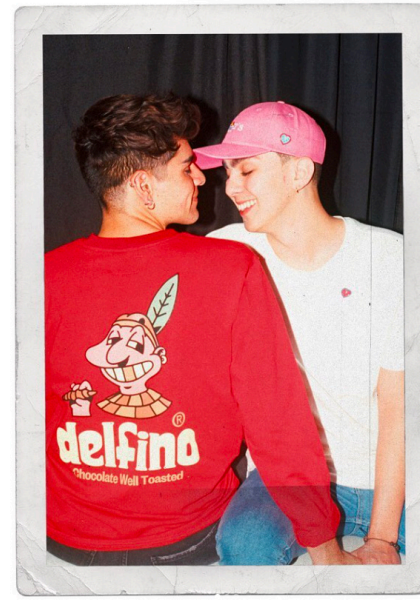
Since day one we have obsessively taken care of quality in production and curation of all graphics used in each item.

The main factors that distinguish us are a limited edition production and attention to details, as well as the communication between designer and manufacturer.

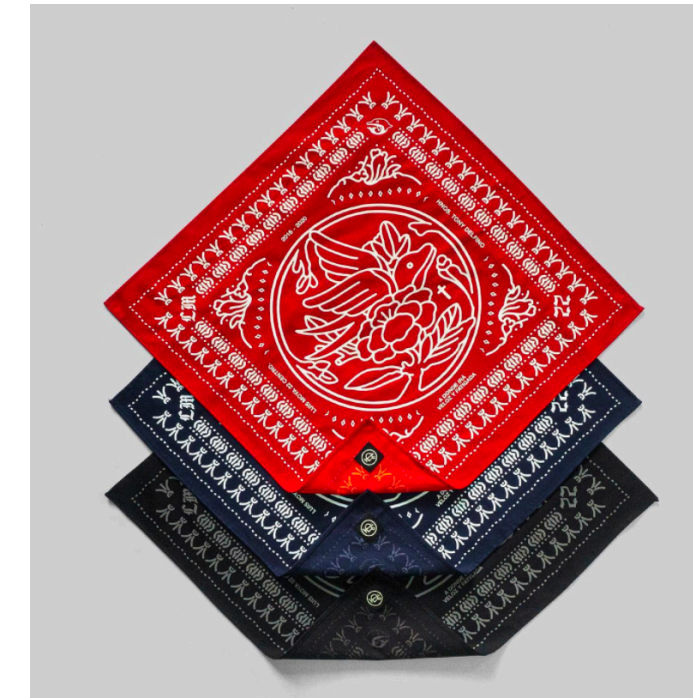
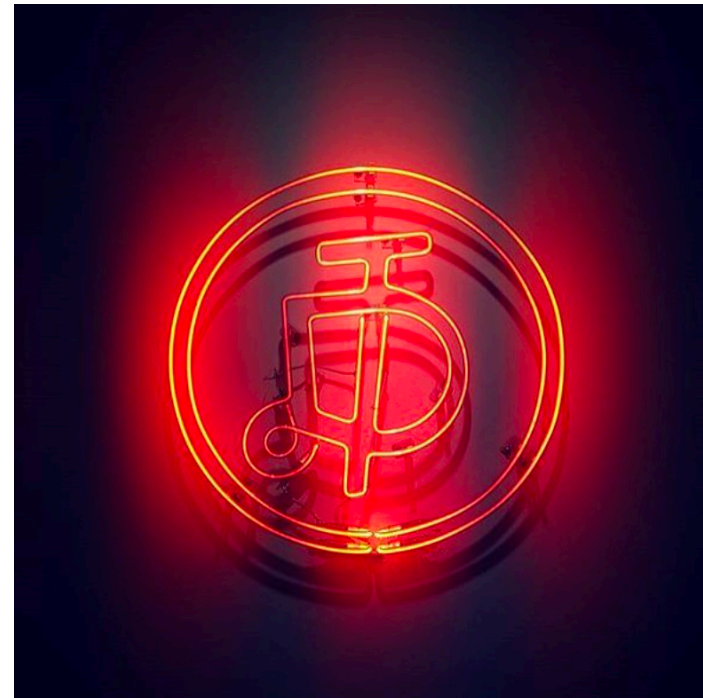
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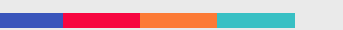




**60%** **ONLINE STORE**  
[tonydelfino.com](http://tonydelfino.com)

**30%** **NATIONAL  
RETAIL STORES**  
Sótano 085M (MX)  
Self Edge (MX)  
Lust (MX)

**10%** **INTERNATIONAL  
RETAIL STORES**  
La Grieta (Guatemala)



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EST. 2008

SALES CHANNELS



**Sótano 085M-TD Store. Colima 256, Roma Nte. Mexico City**

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# TONY DELFINO'S COMMUNITY IN NUMBERS\*

NUMBER CORRESPONDS TO APRIL - JUNE 2022 PERIOD

INSTAGRAM REACH

136k

INSTAGRAM FOLLOWERS

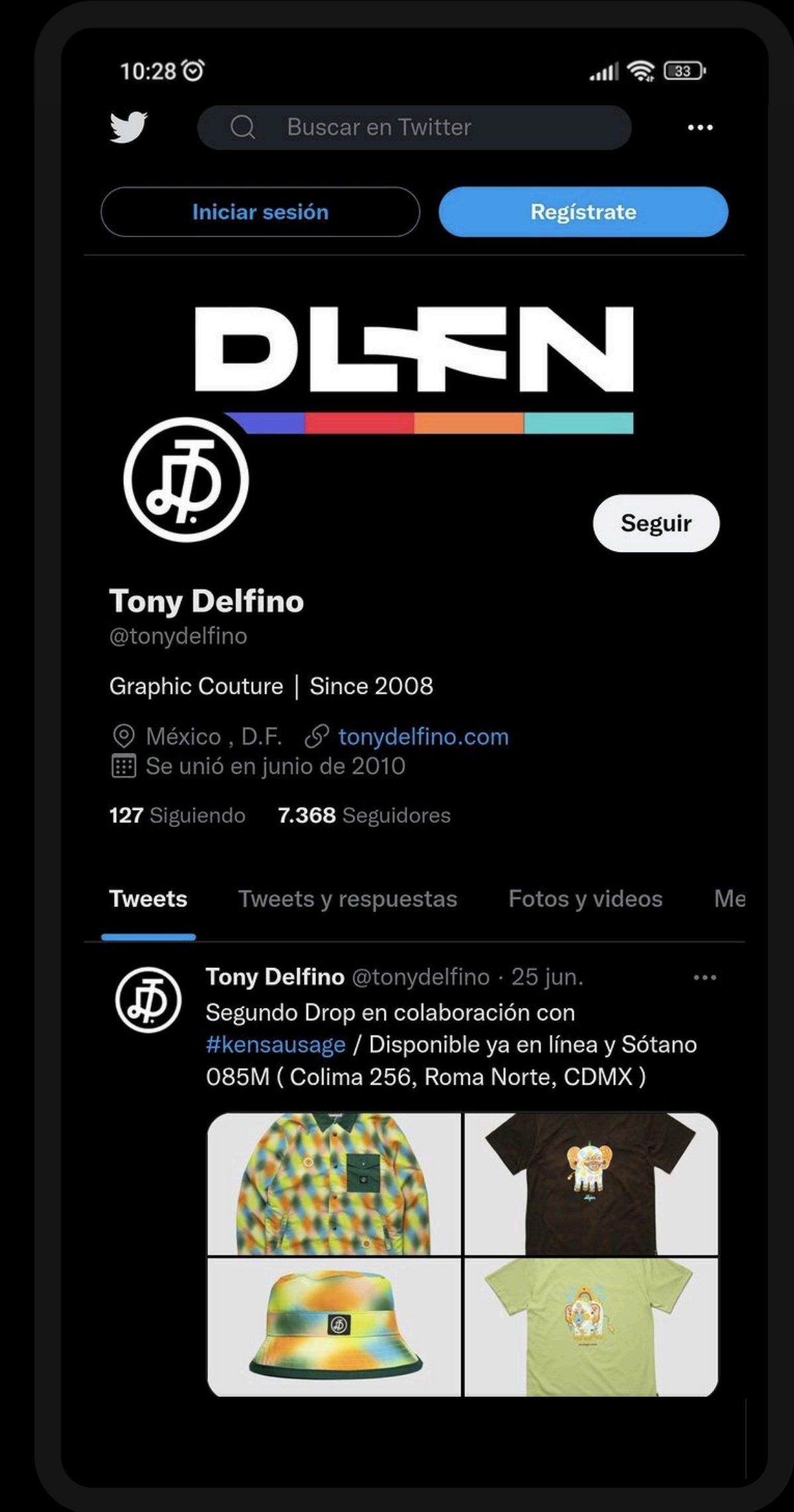
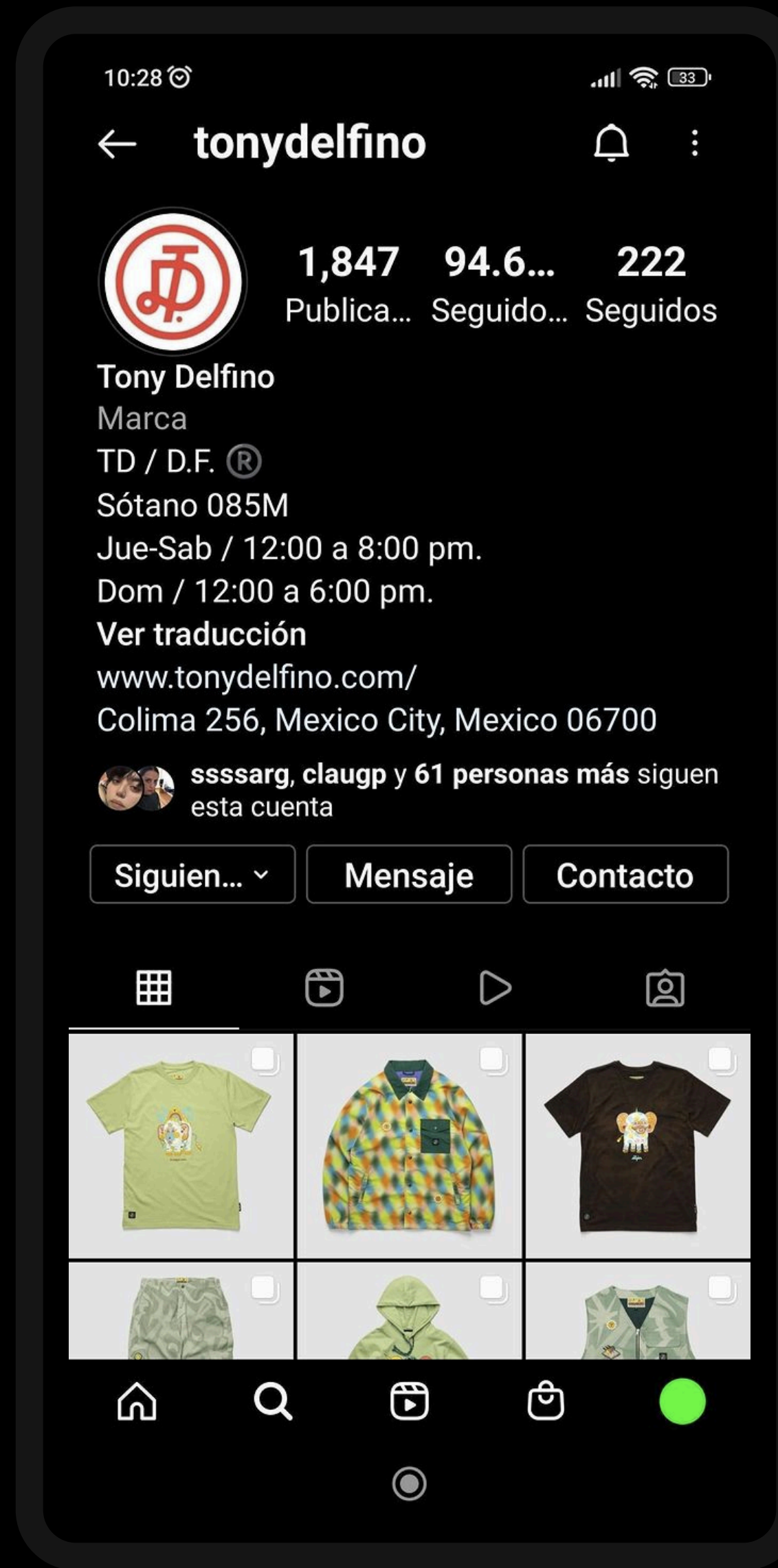
94.6k

WEBSTORE TRAFFIC

30k

TWITTER FOLLOWERS

7368



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# HNOS. DELFINO ORIGINALS

PRODUCTS



**APPAREL**  
Graphic tshirts,  
pants, outerwear,  
headwear.

**GOODS**  
Jewelry, pins, print,  
keychains, bags,  
toys, leather goods,  
stickers.

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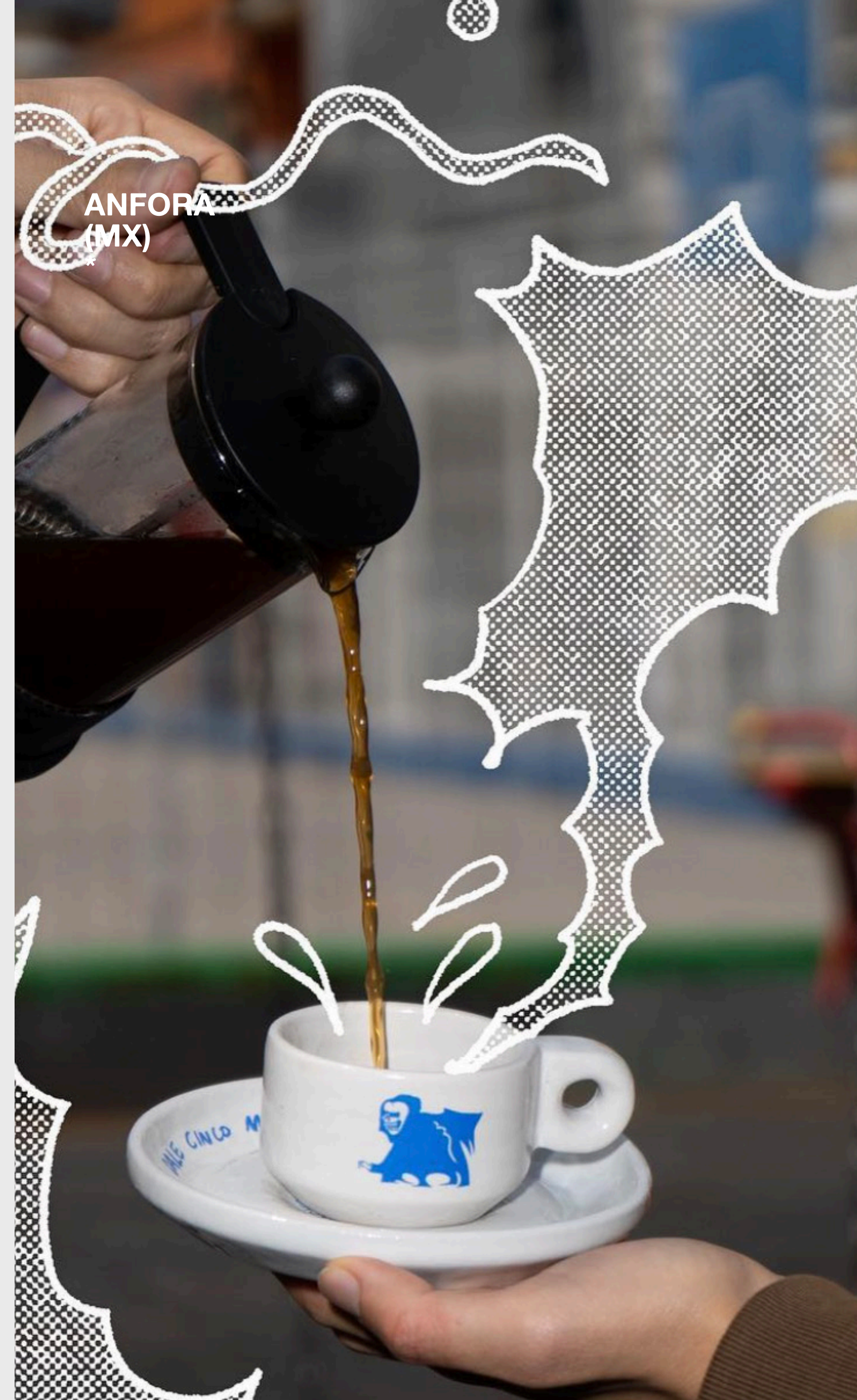
COLLABS

Throughout 13 years Tony Delfino has had the opportunity to collaborate with national and international brands. The items created are an example of the versatility of TD.

Brand collaborations:

- NEW ERA - 2017
- NIKE - 2018
- BEN&FRANK (MX) - 2020
- VANS - 2021
- RIPNDIP - 2022
- ANFORA (MX)- 2022

PRESSKIT  
2022



ANFORA  
(MX)



NEW ERA  
\*



RIPNDIP  
\*



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COLLABS

NIKE  
\*



PRESSKIT  
2022

VANS  
\*



BEN&FRANK  
(MX)  
\*



KEN  
SAUSAGE  
\*



USHIKIMA  
\*



Collaborators / Featured artists:

- |                 |                  |
|-----------------|------------------|
| Grito           | Schoko Tanaka    |
| Lugo            | Bilos            |
| Demsky          | Pete Sharp       |
| Raymond Lemstra | Ushikima         |
| Sainer          | Dexter the Weird |
| Poni            | Great Inc.       |
| Sobekcis        | Matthew Houston  |
| NATO Floral     | Point Dexter     |
| Aloha Project   | Ken Sausage      |
| Camel Guy       |                  |



ALOHA PROJECT  
\* **THE WHOLE WORLD  
UNDER ONE FLAG**  
LIVING IN PERFECT HARMONY.



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