

Buildingstarpowernewsletter

June—July 2006

★macy's + latinvox



Macy's Partners,

We are pleased to present to you our Building Starpower Newsletter for the months of June and July, 2006.

We are proud to bring you a special edition dedicated to a younger version of the New Latina Star – the Quinceañera. This month's Latina hails from Watsonville, California, and she shares her experiences of turning fifteen years old participating in a highly valued Hispanic tradition, a true Latina Quinceañera celebration.

This time around, we hear from Viveca Garcia, Senior Associate at Latinvox, about the Quinceañera traditions from Latin America and how they have translated to the U.S. market.

This edition offers an overview of a Macy's competitors' successful Hispanic media presence and marketing campaigns.

Last time we showed you how Latino "guayaberas" are becoming a trendy clothing item among Hispanics, and this time we bring you some news from Miami, a city where many fashion trends are born. Also included in the fashion trends section, designers enter new territory and target a new clientele: Quinceañeras.

On the media front, we present potential language implications with the launch of a bilingual version of a TV music giant's channel as well as how the Quinceañera tradition is being covered not only in a recent feature film, but how that can translate into big dollars for U.S. retailers.

Once again, we look forward to continuing bringing you up-to-date with the market news as well as hoping to add continuous value to your business. Enjoy!

Best,

Roberto Ramos

President + CEO

Latinvox

Vision + culture + strategy

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THE NEW LATINA STAR

Interview

Quinceañera

SPECIAL EDITION



Linda Martinez

Age: 15

Living in Watsonville, California.

Country of origin: Mexico.

Second generation.

Interview date, June 22 2006.

***Definitions for all words highlighted in red can be found in the "Glossary" section on page 18.*

Q: Tell me about your Quinceañera. How did you start off the day of your celebration?

A: "Well first, I had to get my hair done and that was around eight in the morning. Then I had to wait for my sisters and for my grandmother to get their hair done and I was the last one. I took a little longer because when I was there I had to get my make-up done too. We then waited for the limousine and the photographer. We took pictures of me supposedly putting my make-up on. After that, the limousine arrived and all the **chambelanes** got in first. There were a lot of people outside so I just felt weird and embarrassed. It was scary."

Q: Tell me, when did you start thinking about your Quinceañera?

A: "When I was like ten years old because my mom kept on saying five more years, five more years. She kept on reminding me. At first I wondered what a **Quinceañera** was but then I started getting close to it and it just kept going on and I was like, oh my God it is almost here now. I was like ok, we have to start planning now for the dress, the **padrinos**, where you want to have it. I wanted to have mine at the Veterans but we did not have a lot of money so we had it at a less expensive place. I didn't really care because at least I had a party and time to enjoy with my family."

Q: Let's talk about the ceremony, did you have *damas* and *chambelanes* in your *Quinceañera*?

A: "I only had chambelanes. Because the damas may have looked prettier than me. I wanted all the attention because it's my *Quinceañera* not theirs. But I had chambelanes, I had six chambelanes."

Q: What was the most Hispanic ritual in your *Quinceañera*?

A: "*El vals*. When the *Quinceañera* dances with the dad. Also la *coronación* when you have to put on the *zapatillas* and the crown."

Q: Can you tell us more about "la *coronación*"?

A: "Well this is how it was done in my case. First, the main chambelan went to get the *madrina* of *la corona* and she put it on my head. For the *zapatillas* I had problems walking in them so I had to use some different ones to dance with for this part of the ceremony. Another ritual is the *misa* which means I had to go to mass. At the mass, the priest gives you advice on how to act at your *Quinceañera*. He also asks you questions like if you would reject the devil. And you have to say yes, I would. He also tells you to behave and not to drink."

Q: Do you think that your *Quinceañera* was a true Latina *Quinceañera*?

A: "Yes because of the music, I had to have Spanish music especially the song 'El Caballo Dorado.' We had reggaeton, cumbias, merengue, house music, and we had some English music but most of the music was in Spanish. The D.J. only played like two or three English songs and the rest were in Spanish. Everybody was dancing and having fun.

Also, you have your friends and family there celebrating with you, because without them you would have nothing. They know how to cheer you up like when they say 'come on, let's go dancing, you like this song, let's go dancing.' They can help you dance. Your *raza* has to be there."

Q: How did you know how to plan your *Quinceañera*?

A: "I had gone to a lot of *Quinceañeras* and I asked my friends questions like where did you get the limousine? Where did you get information for the dresses? Where did you get your hair done? That's how I found out where to go."

Q: How long in advance did you plan your *Quinceañera*?

A: "Like one year and some months...and I think that was a little to short."

**Q: What was your checklist?
How did you start and end?**

A: “It started with my dress, then after that a lot of people kept coming up to me and asking to be one of my madrinas. They would then ask me if I had a certain madrina and so I would have to look for more. After this everybody started to pitch-in with money. It just kept going on and on. People would just want to help me purchase things for my Quinceañera. The last thing that I remember buying was my zapatillas. The zapatillas represent that you’re growing up from a little girl a lady.”

Q: What was the most important element for your Quinceañera?

A: “My dress.”

Q: Do you think that shoes and make-up were important elements?

A: “Yes because I wanted to look good. Oh yeah, put your eye on me not on other people!”

Q: For accessories did you buy everything at the same store?

A: “I went to the mall, to the discount mall, to Salinas, and to Santa Cruz to get all of my things; my earrings my necklaces. I had to go to different places because I didn’t like everything that one store carried. I could not buy everything in one store.”

Q: Regarding brands, what is the preferred brand for Quinceañeras dresses?

A: “For dresses is *Mary’s*.”

Q: What is it about that brand that stands out to you?

A: “In my opinion, their dresses are the prettiest. That is the only brand I like.”

Q: How are they pretty?

A: “The designs. They are different than the other ones. You can add colors and take them out.”

Q: What do you think of Macy’s?

A: “Well that is were I was going to get my shoes, my zapatillas. I really wanted those shoes because they were really nice. They also have nice clothing and jewelry too.”

Q: Did you have a budget to buy your dress, shoes and accessories?

A: “Yeah, my mother told me not to pass one thousand dollars. And the cost of the zapatillas was over \$100.00 and my mom told me, ‘Oh my God you’re only going to wear them for a day.’”

Q: For accessories what is one thing that you really like?

A: “Earrings.”

Q: You know that American girls have their sweet sixteen and Hispanics have Quinceañeras, since you were born in the U.S. what made you want to have a Quinceañera over a sweet sixteen?

A: “I was raised Mexican. I was not raised as an American. My parents taught me more about our Mexican culture and that is my heritage. I’m also having a Quinceañera in México soon I think I am going to like the one in México better because I have my family in México and here I only have my mom and my grandmother that came from México. Over there I have my whole family that is going to enjoy with me. I will be with my entire family and nobody is going to be missed and we are going to be able to party more up to three or four in the morning!”

Thanks Linda!