



OMG FASHUN

KEITH LAFUENTE

31


Ridgewood, NY

HT: East Brunswick, NJ

Store Manager / Artist & Designer

In A Relationship / No Kids

He/Him

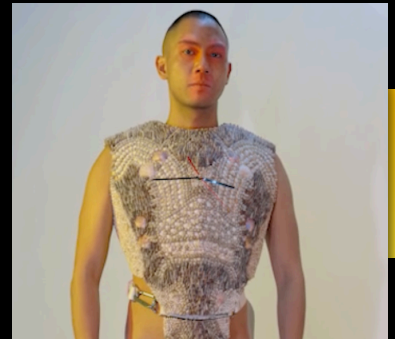
 [@keith_lafuente](#) (4K followers)

About

Keith LaFuente is a Filipino fashion designer, bookstore manager, and artist residing in New York. Known for always following his intuition with his designs, Keith values uniqueness over trends. He has used gauze, artificial flowers, tissue paper, ribbons, Pokemon cards, keychains, and seashells to create his own takes on experimental high-fashion. As someone who is constantly evolving and trying new things, Keith is poised to bring his point-of-view to the forefront of the industry... one avant-garde fashion statement at a time.

Story

- > Keith comes from Filipino roots and says that his childhood was very restrictive. He knew he was different from an early age, but he always had to wear whatever his parents wanted. Keith recalls sneaking out of bed at night, wrapping himself in his bedsheets like a dress, and strutting around his room like a model on a catwalk. He describes the fantasy of fashion as being what ultimately inspired him to pursue a career in design.
- > When he was in school at Carnegie Mellon University, Keith says his teachers wanted his artwork to reflect a critique on the fashion industry... but for him, he saw clothing as a method to expression his relationship to his own queerness and femininity. After college, he briefly interned for a fashion designer.
- > Nowadays, Keith is living in New York and is fully focused on his brand, Keith LaFuente. He crafts everything from soldered jewelry and airbrushed shirts to upcycled garments, runway pieces, and custom looks for drag queens. Keith's brand focuses on gender fluidity and usually incorporates an essence of Filipino culture. He says sheerness is something that is prevalent in Filipino style, so he often utilizes sheer materials as a tribute to his roots.
- > Keith's designs have been featured in Harper's Bazaar Hong Kong, Cosmopolitan, Cakeboy, New York Magazine, and more. Also, Filipino media has covered his work, including Inquirer Lifestyle and Hella Pinay. He has even had his work worn by Filipina trans icon, Geena Rocero.
- > At this point in his life, Keith doesn't feel it's necessary to run anything by parents... or be accountable to anyone, for that matter. He is a rule-breaker who has used fashion design as a way to break free from his shell and express himself in ways that no other medium could. Keith has been performing in drag for the past six years as a character named Mahal Kita, which is Tagalog for "I Love You." In the end, Keith has truly come a long way from his deeply closeted upbringing – and he hopes to inspire others to also pursue their true selves through his work as a sustainable clothing designer.



EVA foam armor with seashells and a clock



Dress with artificial flowers



Upcycled ribbons