TOPICS THAT TRANSFORM



MEDIA KIT 2026

A NEW GENERATION BILINGUAL EDITORIAL PLATFORM

U.S. + MEXICO | GLOBAL PERSPECTIVE

BEAUTY. FASHION. CULTURE. WELLNESS.

DESTINATIONS. CONTEMPORARY LIFE.

THIS IS TOPICS THAT TRANSFORM

Topics That Transform is a new generation bilingual editorial house and media platform redefining how culture, beauty, fashion, destinations and contemporary life are experienced and understood.

We are creating a new space where beauty, fashion, culture, destinations, wellness and human behavior become part of the same conversation.

Headquartered in the United States and Mexico, TTT approaches contemporary life through a global editorial perspective shaped by culture, relevance and a bilingual point of view.

Our coverage spans design, identity, wellness, innovation and the cultural movements shaping contemporary life.

We move where culture moves — sometimes before it does.

Founded by Claudia Valdez, former Vogue Beauty Editor and Global Editorial Director of TTT.



THE TTT PERSPECTIVE

TTT

TTT EMERGED FROM A CULTURAL REALITY: CATEGORIES NO LONGER EXIST IN ISOLATION.

BEAUTY TODAY INTERSECTS WITH FASHION, WELLNESS, IDENTITY, DESTINATIONS AND HUMAN BEHAVIOR. AUDIENCES NO LONGER EXPERIENCE THESE WORLDS SEPARATELY AND NEITHER DO WE.

OUR EDITORIAL APPROACH IS BUILT AROUND THOSE INTERSECTIONS, EXAMINING THE CONVERSATIONS, MOVEMENTS AND IDEAS SHAPING CONTEMPORARY CULTURE THROUGH A BILINGUAL AND GLOBALLY MINDED PERSPECTIVE.

THE TTT DIFFERENCE



THE VISION BEHIND TTT

FOUNDER AND GLOBAL EDITORIAL DIRECTOR OF TOPICS THAT TRANSFORM

Former Vogue Mexico & Latin America Beauty Editor. Condé Nast College Professor. Media Entrepreneur.





Claudia Valdez built her career at the intersection of beauty, fashion and cultural storytelling. After more than a decade inside some of the industry's most influential editorial environments in beauty and fashion, she founded Topics That Transform: a new generation bilingual editorial platform shaped by the belief that culture no longer lives in categories, but in connection.
A vision later expanded through a multidisciplinary team with roots across editorial, design and cultural storytelling.

WHERE EDITORIAL BECOMES CULTURE

TTT was not created to follow a shift. It was built from within one.

Through years spent inside some of the most influential editorial environments, where narrative, aesthetics, cultural sensitivity and perspective were not trends, but standards.

Founded by Claudia Valdez and shaped alongside Noemi Cruz, Partner & Creative Director, TTT brings together a team with roots across some of the industry's most influential editorial environments. With backgrounds spanning Vogue Mexico & Latin America, Condé Nast and ELLE, the platform was built on a shared understanding:

that the future of media would require the rigor of traditional editorial systems, with the freedom to move beyond them.

What once existed inside structures designed for another era now lives inside a new generation platform: bilingual, culturally fluid and built to move with the rhythm of contemporary life.

TTT does not see beauty, fashion, wellness, culture or identity as separate conversations.
It understands them as part of the same cultural language.



THE TTT READER



LOCATION

United States and Mexico form the center of our readership, creating a bilingual cultural bridge between two worlds continuously shaping beauty, fashion, wellness, luxury and contemporary culture.

An organically growing international audience across Europe and Asia continues to expand the conversation.

LANGUAGE

65% English
31% Spanish

One conversation.
Two languages.

PROFILE

Globally minded and culturally engaged.

A reader moving effortlessly between beauty, fashion, wellness, destinations, design and contemporary culture without experiencing them as separate worlds.

BEHAVIOR

They do not consume content passively.

They seek perspective, context and stories that connect aesthetics, culture and the way we live today.

MINDSET

For them, beauty is identity.
Wellness is evolution.
Luxury is language.
Culture is the lens through which everything else is understood.

TTT speaks all of it.



EDITORIAL WORLDS

EDITORIAL CALENDAR 2026

THE IDEAS, EMOTIONS AND CULTURAL SHIFTS SHAPING THE TTT UNIVERSE.



JANUARY

THE RETURN OF THE INNER VOICE

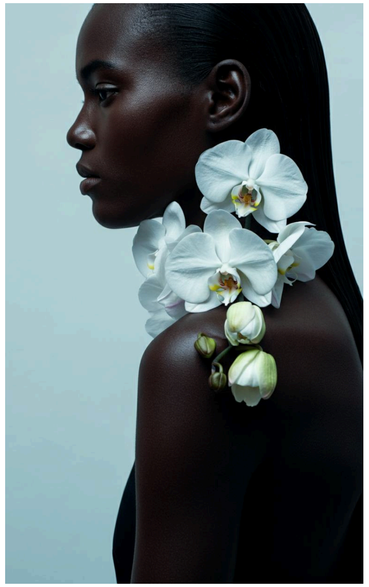
- Identity as Regeneration
- The Architecture of Self-Confidence
- Dressing for self-definition
- Rituals That Rebuild the Self
- Silhouette as protection, not display
- Art made in solitude



FEBRUARY

THE PRIVATE UNIVERSE

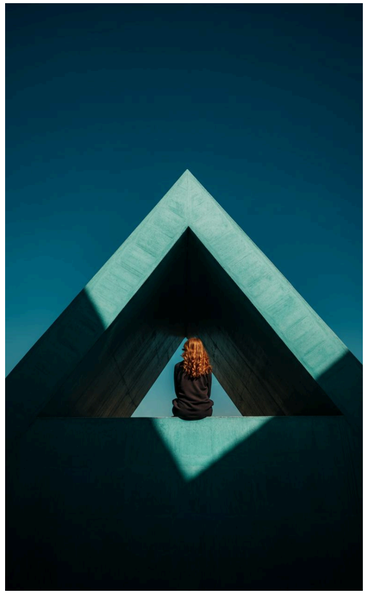
- The body as sacred geography
- The aesthetics of tendernes
- Sensuality without spectators
- Fragrance as a language of memory
- Domestic spaces as artistic territory
- Art born from intimacy
- Private wardrobes vs public image



MARCH

FEMALE POWER, REWRITTEN

- Power dressing beyond masculinity
- Hair as heritage
- Clothing as political language
- Female leadership reshaping the visual culture
- Art as resistance



APRIL

THE BIOLOGY OF THE FUTURE

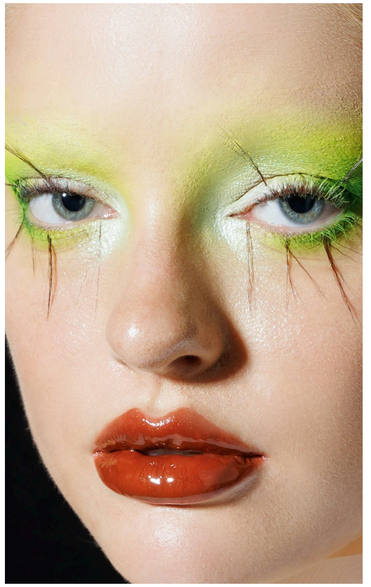
- Beauty of longevity
- Biotechnology, stem cells, intelligent skin
- Bio-fabrication and intelligent materials
- Packaging that disappears
- Fashion shaped by science
- Art inspired by systems and technology



MAY

MATRIARCHS: THE FIRST HOME WE EVER KNEW

- Craft, heritage, and transmission
- Matriarchal aesthetics
- The beauty passed down through generations
- Radical softness as a political act
- Rituals that sustain the women who sustain the world
- Art as archive and lineage

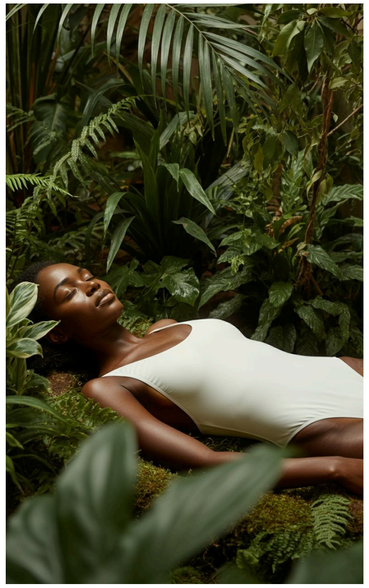


JUNE

THE FREEDOM OF THE FACE

- Gender-expansive beauty
- Portraits of freedom
- The unedited face
- Queer aesthetics shaping the future
- Gender-fluid aesthetics
- Identity-driven fashion
- Art as self-definition

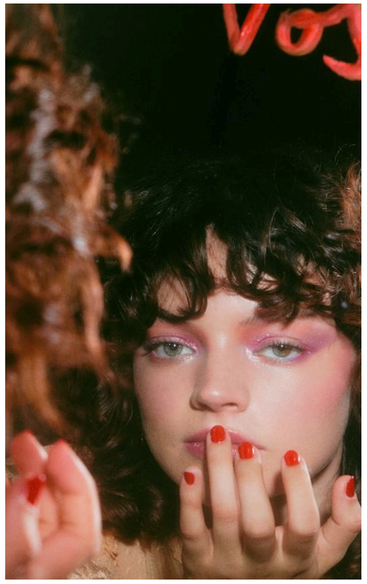
EDITORIAL CALENDAR 2026



JULY

THE INTELLIGENT BODY

- Adaptive beauty
- Eearable technology × the sociology of skin
- Clothing as kinetic identity
- Fashion as extension of the body
- Art shaped by motion and data
- Body-responsive art



AUGUST

THE SKIN OF COURAGE

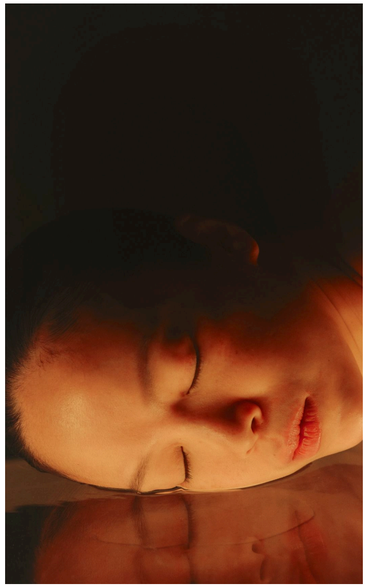
- Texture as truth
- Acne narratives
- Youth and the construction of self-esteem
- The psychology of feeling enough
- Clothing that refuses polish
- Raw materials and exposed construction
- Art embracing vulnerability



SEPTEMBER

ORIGIN STORIES

- Hair as root
- Beauty in migration
- identity told through faces
- Fashion as lineage
- Migration narratives in dress
- Heritage reinterpreted
- Art rooted in ancestry
- Storytelling through faces and forms



OCTOBER

THE SCIENCE OF HEALING

- Breast cancer narratives
- Trauma and complexion
- Beauty × mental health
- Emotional resurgence
- Clothing for recovery, not display
- Therapeutic dressing
- Art born from repair
- Art as healing practice



NOVEMBER

THE VISUAL FUTURE

- New faces of culture
- Painted face as protest
- The archive as power
- Artificial intelligence × authenticity
- Future-facing aesthetics
- Fashion shaped by technology
- Authenticity in the age of AI
- Post-digital art
- Artificial intelligence as collaborator



DECEMBER

THE FINAL MIRROR

- Closing rituals
- Holiday beauty beyond the shine
- The face we became
- The editorial archive of the year
- Dressing for memory and ritual
- Fashion as reflection
- Art as closure

TTT DOES NOT FOLLOW THE RHYTHM OF THE INDUSTRY
IT SETS IT.

EVERY THEME BECOMES A CULTURAL REFERENCE POINT
EVERY COLLABORATION BECOMES PART OF A LARGER CULTURAL CONVERSATION.

BRANDS ARE NOT SIMPLY FEATURED.
THEY BECOME CULTURAL MOMENTS.

THE TTT CONTENT UNIVERSE

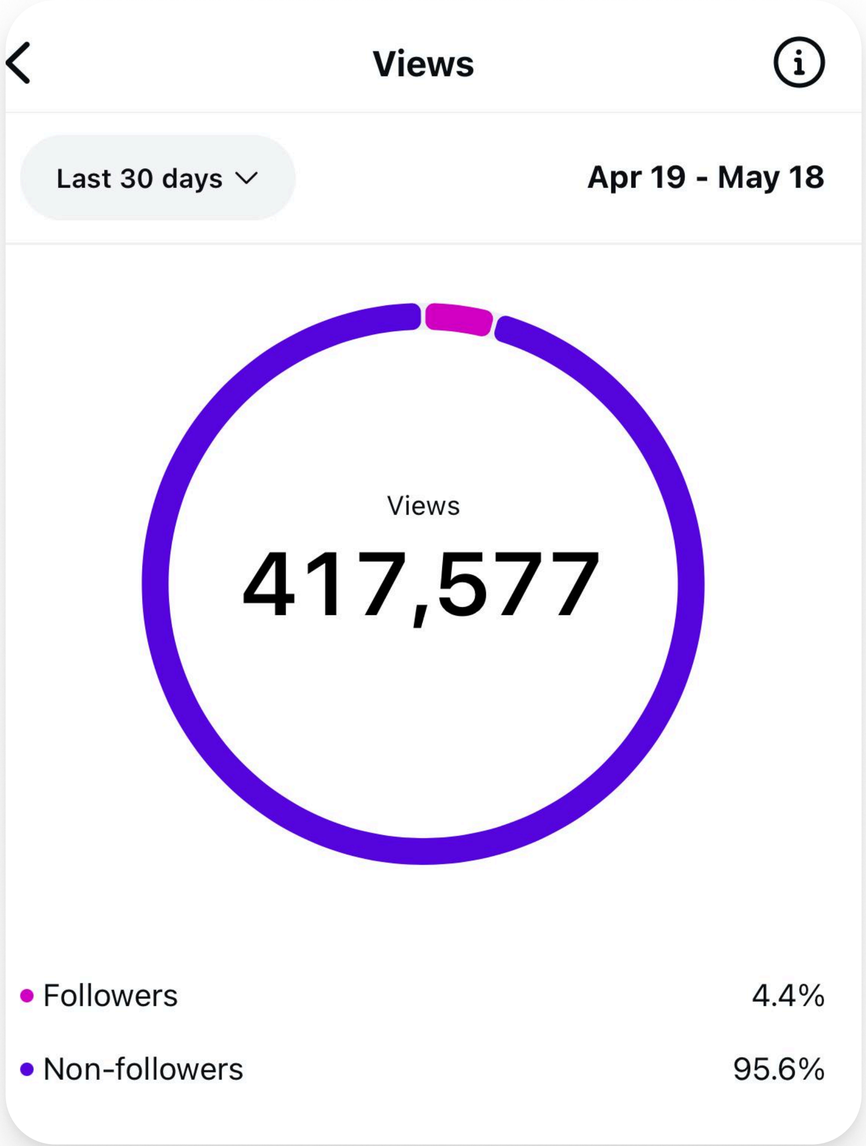


TTT DIGITAL IMPACT

Performance driven by editorial storytelling, not follower volume.

BEYOND FOLLOWERS BUILT FOR CULTURAL REACH

417K+ VIEWS
202K+ ACCOUNTS DISCOVERED
95.6% NON-FOLLOWER **DISCOVERY**

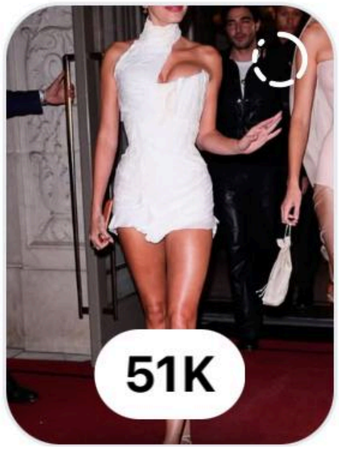


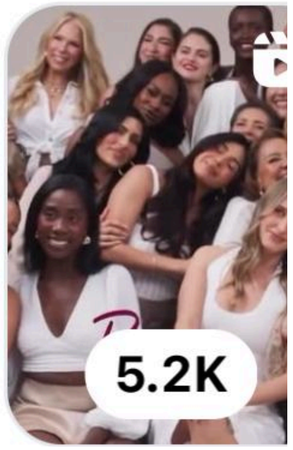
EDITORIAL CONTENT IN MOTION

PERFORMANCE SHAPED BY EDITORIAL STORYTELLING, NOT VOLUME









EDITORIAL FEAUTURES — 78.1%
Editorial storytelling drives discovery

DAILY CONVERSATION — 19.8%
Stories build community and continuity

VIDEO STORYTELLING
Editorial moments with amplified reach

THE TTT GLOBAL FOOTPRINT

A BILINGUAL AUDIENCE MOVING NATURALLY ACROSS BEAUTY, CULTURE AND CONTEMPORARY CONVERSATIONS.

PRIMARY MARKETS

#1 United States

#2 Mexico

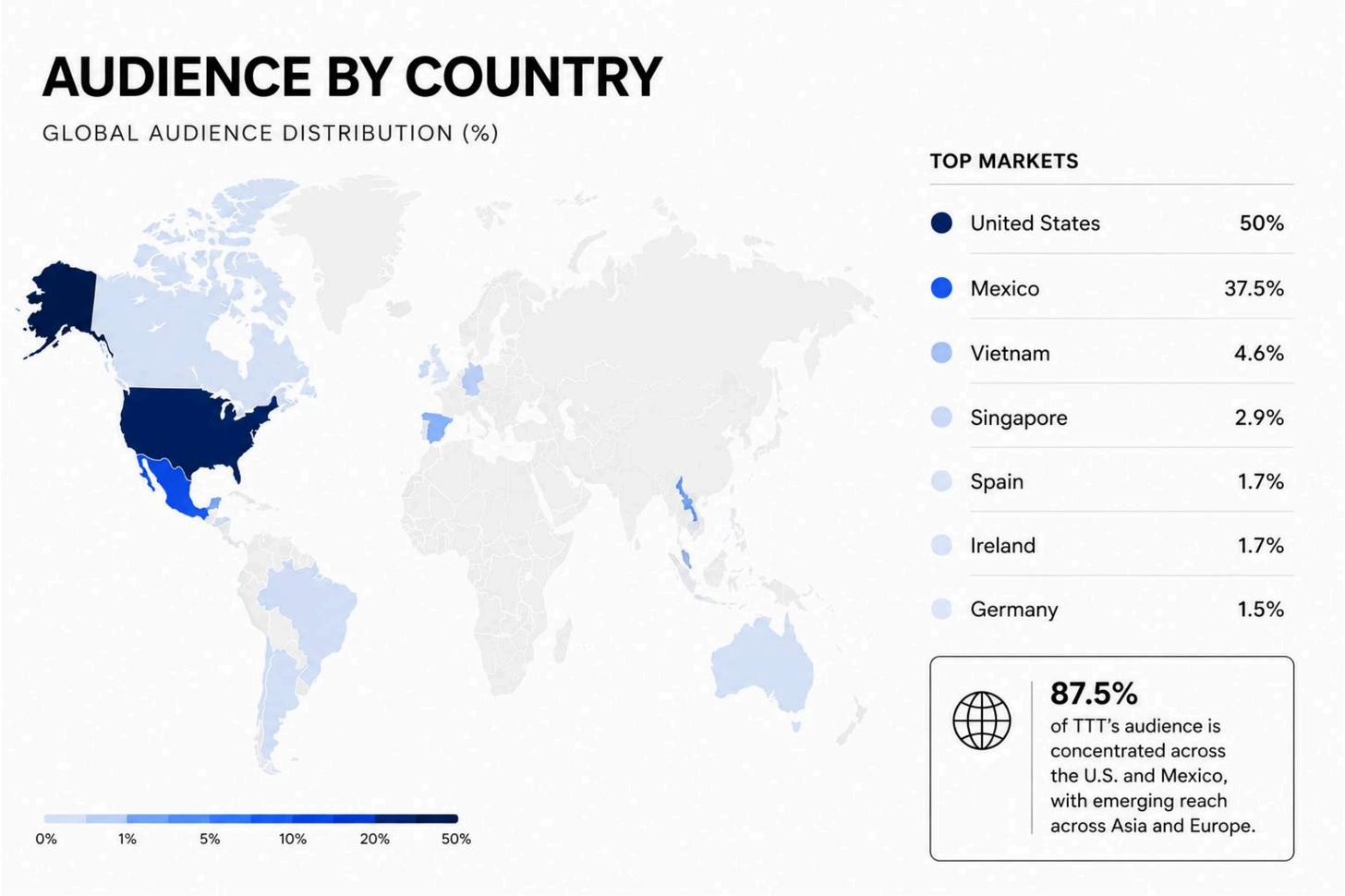
BILINGUAL AUDIENCE

Moving between markets, cultures and conversations.

ENGLISH-FIRST

Spanish-powered.
Global by nature.

87.5% of TTT's audience comes from the U.S. and Mexico, with growing reach across Asia and Europe.





WHERE CULTURE BECOMES PARTNERSHIP

Editorial is only the beginning.
TTT transforms audience insight into cultural collaborations designed to create relevance, conversation and lasting impact.

HOW BRANDS WORK WITH TTT

EDITORIAL FEATURES & INVESTIGATIONS
Long-form storytelling, premium features and cultural narratives.

FOUNDER & EXPERT CONVERSATIONS
Exclusive interviews with founders, creatives, experts and industry voices.

EVENT NARRATION & CULTURAL COVERAGE
Bilingual storytelling designed to extend the life, context and relevance of events and launches.

VIDEO & SOCIAL STORYTELLING
Founder-led content, voiceovers, recaps and editorial-first narratives.

CUSTOM EDITORIAL CONCEPTS
Tailored ecosystems developed around launches, ideas and cultural moments.

BILINGUAL AMPLIFICATION
Content built for both English and Spanish audiences.

No templates. No predefined packages. No one-size-fits-all thinking.





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