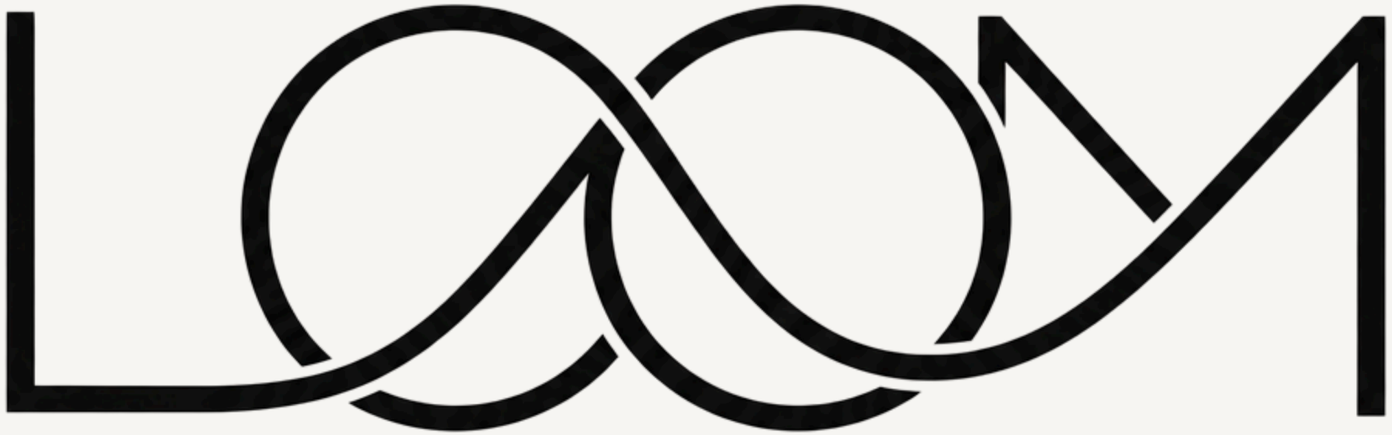


Connecting Brands, Talent and Industry

INTRODUCING

NATALI JUSTE SIMMONDS

“MY CAREER HAS BEEN DEDICATED TO CREATING AND CONNECTING. IT’S ALL ABOUT TELLING STORIES.”

Loom founder, Natali Juste Simmonds, began her career in media and marketing in 1997, working across glossy magazines, five-star hotels and agency account management, with major brands spanning entertainment, FMCG and travel. Alongside her marketing career, Natali is a published author of 12 novels (writing as Natali Simmonds), with one of her thrillers currently in development for television.

Established in October 2025, Loom brings together Natali’s extensive experience across marketing, branding, partnerships, PR, publishing and storytelling. Bilingual in English and Spanish, she has built an international network across the UK, Europe and Latin America.

Loom’s latest project has been leading partnership development and communications for the London Latino Film Festival (LoLaFF), helping build the festival from inception into an established cultural platform. This has involved developing commercial and strategic partnerships across brands, hospitality, media, film and cultural organisations, alongside working closely with the press, filmmakers, talent and the wider film industry to create opportunities around the festival and its programme.

Drawing on more than 25 years of experience, Loom helps clients identify new opportunities, develop meaningful partnerships and create collaborations that connect brands, entertainment and audiences. Building on a proven track record of creative collaboration and commercial success, Loom is now looking to work with new clients and partners, bringing fresh thinking, valuable relationships and the ability to turn ideas into opportunities.




MAKE HAPPEN! INSTITUTE
BFI
LONDON LATINO FILM FESTIVAL
ROMANTIC NOVELISTS' ASSOCIATION
HEADLINE
KING'S College LONDON
London Stock Exchange
JERICHO WRITERS
audible
RAINDANCE
Collab Writers
Á
Studios
AE
CITY OF LONDON
PROFESSIONAL WRITING ACADEMY
barbican
THE INDEPENDENT
BIG BANG! manga
Hudsonwell Impex Ltd
THE HAGUE UNIVERSITY
amazon
GUILD HALL SCHOOL
THE WESTIN LONDON CITY
TATE
canopy LONDON CITY
Queen's Gate LONDON
CURIO COLLECTION by Hilton
REINA
CAZCABEL TEQUILA
CLARIDGE'S
BBC
GROSVENOR HOUSE SUITES
Instituto Cervantes
ECLECTIC GALLERY LONDON
CHILI MAVEN
NIKE
ST. JAMES'S HOTEL & CLUB MAYFAIR
THE PRINCE AKATOKI LONDON
GORE-TEX
Uber Boat by thames clippers
FRIDO MEXICAN CACAO
CHIVAS REGAL 12
Heineken
HSBC
SAVOY A FAIRMONT HOTEL
FORTNUM & MASON PICCADILLY SINCE 1707

PAST CAMPAIGNS
FMCG & ENTERTAINMENT





AGENCY: TLC

BRAND COLLABORATION

SUGAR PUFFS X ALTON TOWERS

The opportunity:
Sugar Puffs featured a new on-pack promotion every 3-6 months. Alton Towers were launching their new Pirate Ride and themed hotel, and wanted to attract families.

The idea:
On-pack promo tie-in. Video competition for the best pirate family. Six winners were picked to experience an immersive Pirate Weekend complete with entry, hotel stay in a pirate room, goodie bags, and a visit from the Honey Monster!

The role
Ideation. Negotiate the deal. Client liaison. Brand comms. Source skin actor and brief. On-site during the weekend.

Sugar Puffs was planning on terminating their contract with the agency. After Natali took on the account they not only stayed but doubled their spend. Other projects included a 'collect the tokens for a Honey Monster cuddly toy' which she designed and commissioned.

PAST CAMPAIGNS
FMCG & TRAVEL



AGENCY: TLC



BRAND COLLABORATION

GINSTERS PASTIES X CORNISH COTTAGE HOLIDAYS

The opportunity:
Ginsters were looking to increase sales. A simple 'collect tokens to enter free prize draw' initiative increased sales by 34%.

The idea:
Bringing lovers of Cornish pasties to Cornwall. On-pack promotion in collaboration with Cornish Cottage Holidays. Five families had the chance to win a week in Cornwall, by collecting tokens and entering the competition.

The role
Ideation. Negotiate the deal. Client liaison. Brand comms.

Sometimes the simplest ideas are the most effective. Ginsters was struggling to move away from an audience of 'truckers buying a snack at the petrol station' to reaching families. Through this promotion they were able to expand on a more lucrative demographic that were likely to multi-buy.

PAST CAMPAIGNS

FMCG & HOSPITALITY



IN-HOUSE: THE SAVOY



BRAND COLLABORATION

THE SAVOY X VALRHONA

The opportunity:
The Savoy River Restaurant were looking to offer guests an exclusive, original experience.

The idea:
By partnering with luxury brand, Valrhona, they were able to offer diners a 6-course menu featuring Valrhona chocolate in every dish. This not only introduced diners to the use of cacao in savoury dishes but garnered press coverage.

The role
Ideation. Client liaison. Brand comms. Press liaison.

The press needs stories, no matter how niche. By partnering with luxury brands (others included Garrard, the Queen's jeweller, and Mercedes), the hotel was able to position itself to the right audience while generating press stories and tapping into partner clientele.

RECENT PROJECT
ENTERTAINMENT & CULTURAL PARTNERSHIPS

LONDON
LATINO
FILM FESTIVAL®



FROM CONCEPT TO INDUSTRY LEADERS
CULTURE & COMMUNITY

1. Building a New Cultural Platform
Loom played a key role in building the London Latino Film Festival (LoLaFF) from the ground up, helping establish a new platform for Latin American cinema in the UK. As a non-profit, competitive festival in its first year, LoLaFF brought together filmmakers, industry professionals, cultural institutions and audiences, creating a new space for Latin American stories and talent to be seen and celebrated.

2. Partnerships and Funding
Natali led partnership development, building relationships across the cultural, corporate, media and entertainment sectors. In less than a year, she helped secure support from more than 50 partners, contributing to £55,000 in funding and over £180,000 in in-kind support. These included major cultural institutions, international organisations, embassies and commercial brands.

3. Branding and Communications
She led the development of the festival's brand positioning, identity and communications, shaping its public profile and building recognition across the industry. Loom's work encompassed messaging, press and promotional activity, media relationships, and stakeholder engagement, helping generate coverage and attract audiences, filmmakers and industry attention.

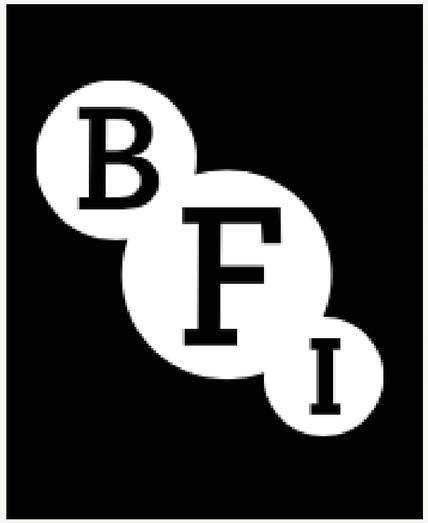
4. In-house Delivery and Impact
Working as an integral part of the festival team, Loom provided extensive in-house support across strategy, partnerships, branding and communications, often working with limited resources. The inaugural edition delivered screenings across six cinemas, industry workshops, filmmaker events and a high-profile red-carpet opening at the Barbican, establishing a strong foundation for future growth which led to the London BBC News covering LoLaFF live at the red carpet opening.

5. Talent and Industry Relations
Natali also led talent sourcing and relationship management, identifying and engaging filmmakers, actors, industry figures and creative professionals to strengthen the festival programme and profile. This included liaising with guests, coordinating participation and developing relationships with influential voices across film and culture, running workshops, Q&As and appearances.

All this created opportunities for industry engagement, audience access and wider visibility for Latin American cinema, while building Loom's network to encompass not just UK brands but international ones too.



THE BIGGEST NAMES IN UK CULTURE







THE BRITISH FILM INSTITUTE

FUNDING, EVENTS & SCREENINGS

The BFI is a leading champion of film culture, preserving cinema heritage and supporting filmmakers, audiences and industry.

It's not easy for any cultural projects to secure funding in its first year, but LoLaFF was able to not only gain financial support from the BFI but also built a relationship that went beyond the screen.

Working with the BFI Inclusion team gave the festival the opportunity to shine a spotlight on UK Latino filmmakers and position themselves beside the UKs leading authority in film.

The BFIs support put LoLaFF on the map and is set to grow.

THE BARBICAN

SCREENINGS & RED CARPET OPENING NIGHT

The Barbican is one of London's leading cultural institutions, internationally recognised for its contribution to film, music, theatre and the arts.

Through support from the City of London, LoLaFF was able to host festival screenings at this landmark venue, including its prestigious red-carpet Opening Night.

The partnership brought Latin American cinema to one of the capital's most significant cultural stages, raising the festival's profile and connecting filmmakers with new audiences.

GUILDHALL SCHOOL OF MUSIC & DRAMA

3 X WORKSHOPS

Guildhall School of Music & Drama is one of the UK's leading conservatoires, internationally recognised for its excellence in the performing arts and its contribution to creative education.

LoLaFF hosted three industry workshops at Guildhall, bringing together creative professionals and emerging talent to share knowledge and experience.

This collaboration will continue year-round, bringing valuable insight into the film industry, creative practice and professional development to not just their students but all UK filmmakers.

PROMOTIONAL PARTNERSHIPS







5 STAR HOSPITALITY

EIGHT PRESTIGIOUS HOTELS OFFERING GUESTS & TALENT TOP LONDON LUXURY

In-kind support was secured from eight five-star London hotel partners, providing accommodation for visiting filmmakers, talent and special guests, alongside spaces for festival events and industry gatherings. This positioned LoLaFF as the only luxury film festival in London offering year-round activities and experiences for filmmakers.

F&B PARTNERS

BRINGING TOGETHER THE VERY BEST IN LATIN AMERICAN FOOD AND DRINK

Food and beverage partners were were onboarded to support the festival, including Cazcabel Tequila, Mezcal Reina, Fortnum & Mason, alongside catering and other supporting brands. Their in-kind contributions helped deliver hospitality, receptions and festival events, enhancing the experience for talent, guests and industry partners.

SCREENS & VENUES

WORKING WITH LONDON'S LEADING INDEPENDENT CINEMAS AND GALLERIES

LoLaFF established partnerships with six cinema venues and additional screening spaces across London. These collaborations provided access to prestigious cultural and independent cinema settings, expanding the festival's reach and bringing Latin American films to diverse audiences including those hard of hearing and with neurodiverse needs.

ACTIVATIONS & EVENTS

31 SCREENINGS, 6 CINEMAS, 5 DAYS

The Barbican, Regent St Cinema, BFI Stephen St, The Garden Cinema, ICA, and Ciné Lumiere

TALENT MANAGEMENT & INTERVIEWS

Benicio del Toro, Richard Curtis, Kris Thykier, Stephen Daldry, Jorge Perugorría, Oscar Martínez, and Carlos Acosta.

SATELLITE EVENTS BEFORE THE FESTIVAL

BFI screenings, London Climate Action Week support screenings and collaborations with bars and restaurants.

PRESS BRUNCH & PRESS JUNKET

Working with dozens of internationa and culture press, as well as influencers. Featured live on the BBC London News.

CITY OF LONDON & FINANCE PARTNERS

Invited to close the market at the London Stock Exchange for Latino Heritage Month, presentation at HSBC headquarters, and funding from the City of London.

3 WORKSHOPS AT THE GUILDHALL SCHOOL

Producers, Oscar-winning screenwriters and bestselling authors shared their knowledge about the industry

SUPPORTING THE COMMUNITY

Free salsa classes, children's events, special needs screenings, and community centre classes for the elderly.

TRAILER FILMING & PRODUCTION

Collaboration with Uber Boats and dancers from the Carlos Acosta Dance Foundation to film a dance sequence trailer on the Thames.

ART EXHIBITIONS & THE VISUAL ARTS

Two art exhibitions in conjunction with ICAIC and Eclectic Gallery, with further creative collabs in the pipeline.

5 PARTIES & NETWORKING EVENTS

In conjunction with various bars, cinemas, BFI and influencers - British Latino networking event, LGBTQ party, filmmakers evenings and opening/closing night parties.





















INTERNATIONAL PRESS COVERAGE



Time Out says

This October, the London Latino Film Festival will make its grand debut. Sixty feature-length and short films hailing from the likes of Puerto Rico, Brazil and the Dominican Republic will be shown in venues across the city, beginning with an opening night at the Barbican. There's more to the festival than the screenings, though. Latino stars will make appearances to discuss their work – including Cuban ballet dancer Carlos Acosta, Argentine actor Óscar Martínez and Cuban actor Jorge Perugorría – and there'll be a rare exhibition of hand-printed Cuban film posters at the Eclectic Gallery and filmmaking masterclasses

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NEWS

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Film festival celebrates British-Latino identity



FRANCE 24 PORTADA PROGRAMAS INFORMACIÓN CONTINUA EN VIVO

AMÉRICA LATINA | EE.UU. Y CANADÁ | EUROPA | FRANCIA | ASIA-PACÍFICO | MEDIO ORIENTE

El Latino Film Festival surge en Londres como "posibilidad de expansión del cine" de la región

Londres (AFP) – **El London Latino Film Festival inicia este viernes su primera edición como "una posibilidad de expansión del cine" de la región, explica a la AFP el actor argentino Oscar Martínez, uno de los artistas invitados al certamen.**

BBC

Latino film festival to launch in London

6 days ago

Share Save Add as preferred on Google



Founder Ketty Rodriguez introducing a screening of Cuban film, Death of a Bureaucrat

A new London film festival dedicated to Latin American cinema is to open in October, it has been announced.

LONDON CULT.

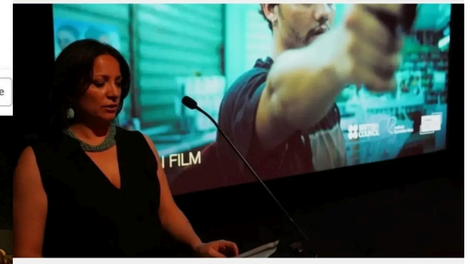
A DYNAMIC EXPLORATION OF LONDON AND UK CULTURE, HISTORY, AND CONTEMPORARY LIFE.

RU

THE INAUGURAL LONDON LATINO FILM FESTIVAL: 60 FILMS, EXHIBITIONS, AND ENCOUNTERS

LC » Culture

huck CLUB HUCK



CULTURE 26.08.2026

UK's first ever Latino film festival is coming to London

LoLaFF — Taking place between October 2-6, it will feature 55 filmmakers from Latin America, with an opening night at the Barbican.

Written by: Isaac Muk



THE STANDARD

NEWS I LONDON

Latin American film festival set to launch in London

The festival will launch at the Barbican on October 2

Mayor of London's Culture team
@LDN_Culture

"A space for filmmakers, audiences, and communities to come together...and remind us of how deeply connected we are through art and experience." - Ketty Rodriguez ✨

The London Latino Film Festival will launch at the @BarbicanCentre on 2 October

ENFILME CINE TODO EL TIEMPO

HOME NOTAS CARTELERA RESEÑAS ENTREVISTA RETRATO ZOOM IN TOP 10 BLOGS CÁCARO

NOTAS DEL DÍA

MÁS



VIDEO. LAS 10 MEJORES ESCENAS FINALES DE TODOS LOS TIEMPOS, SEGÚN CINEFIX



VIDEO. PRIMER TEASER DE 'STEVE JOBS', PROTAGONIZADA POR



EL LONDON LATINO FILM FESTIVAL



Connecting Brands, Talent and Industry

CREATIVE PARTNERSHIPS. COMMERCIAL THINKING. NEW POSSIBILITIES.

Loom helps brands, entertainment companies and cultural organisations find new ways to connect with audiences through creative campaigns and partnerships.

With experience spanning brand marketing, consumer promotions, film, publishing and cultural events, Loom brings together commercial understanding, creative thinking and relationship-building to develop opportunities that benefit everyone involved.

- Brand and entertainment partnerships
- Creative campaign development
- Partnership strategy and business development
- Talent, content and brand collaborations
- Cross-sector opportunities across film, publishing and culture
- Freelance support for campaigns, partnerships and new business

Connecting Brands, Talent and Industry

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