

Shopping

TIME OUT STYLE TALK

Julia Schang-Vitón



Designer & Creative Director
at Schang-Vitón
(www.schangviton.com.ar)

What are your favourite Buenos Aires designers or brands? I love Boerr, YardeBuller's geometric

morphology and Vanesa Krongold's colourful patterns.

Buenos Aires style in a word or phrase? A vanishing point.

What's a must-see for visitors? Must-visits include the Xul Solar Museum (see p120) and Guaraní Porã's (see p100) beautiful handicrafts shop. If you're into Argentinian meat, have dinner at Butchers (see p50), and lastly find a book at LibrosRef (Honduras 4191).

What is your favourite local trend? Least favourite? Favourite: The poncho comeback. Least favourite: I'm aware many big brands are using rabbit fur for accessories. It's painful just to think about it.

What's the must-have item for this season? A Schang-Vitón hand-knitted llama sweater.

What's the best neighbourhood in Buenos Aires for style-hunting? I love Recoleta for the elderly residents.

What do you want to see in the future for local fashion? Boldness and brilliance.

Flora Grzetic & Javi Obanda



Creators of street style blog
On The Corner
(onthecornerstreetstyle.blogspot.com.ar)

What are your top BA designers or brands? Vanesa Krongold (see p108),

Jane Pain, Bastardo, Saralegui, Schang-Vitón.

What makes BA style unique? The mix of the new, old and originality in each individual.

BA style in a word or phrase? Potentially open, but conservative.

What's a must-see for visitors? Go to the San Telmo market (see p110) or the Sunday *feria* at the Parque de los Andes, and eat pizza at La Mezzetta (Avenida Álvarez Thomas 1321), El Cuartito (see p26) or Pirilo (Defensa 821).

What's the best neighbourhood in BA for style-hunting? Each neighbourhood has its own appeal, but without doubt the favourite is always Palermo.

Favourite city (besides BA) for style? London and New York are beautiful cities for people watching.

What do you want to see in the future for local fashion? More independent designers that grow with time and more personality from the big Argentinian brands.

Sophie Lloyd



Owner and founder of
personal shopping and tour
service Shop Hop Buenos Aires
(www.shop-buenosaires.com)

What are your top Buenos Aires designers or brands? Martín Churba

of Tramando (see p96), Amores Trash Couture (see p103), Jessica Kessel (see p94), Clovis and E-Edition.

What are your favourite BA shops? Patrón (see p105), Tupã (see p104), Céntrico (see p106), JT by Jessica Trosman (see p108), Guaraní Porã and BIMBA Vintage (see p108).

BA style in a word or phrase? Still searching for its own identity.

What is your favourite local trend? Least favourite? My favourite local trend is shiny leggings. My least favourite trend is the ugly creeper platform shoes the girls wear with their leggings.

What's the must-have item for this season? A leather miniskirt.

What do you want to see in the future for local fashion? People being more experimental and adventurous with their wardrobes.

What's the best neighbourhood in BA for style-hunting? I love the hidden showrooms, workshops and boutiques around Palermo Hollywood and Colegiales.



Pope Cerimedo

Fashion designer, marketer
and organizer of Roomie
pop-up shop
(roomie.babylon-lab.com)

What are your top BA designers or brands? I really like the current crop of young, emerging designers, including Belén Amigo, Julia Schang-Vitón and Jessica Kessel.

What makes Buenos Aires style unique? I love the local style because it's an interesting union between European and traditional Argentinian influences. The style is very *latinoeuropizado*.

What is your favourite local trend? Least favourite? What's most interesting to me now is the minimalism trend. What I don't like is that the big brands tend to offer the same thing, and people then dress the same, but that's changing.

What's the best neighbourhood in Buenos Aires for style-hunting? I like San Telmo for antiques, Barrio Chino for fun accessories and Palermo for more specific items.

What do you want to see in the future for local fashion? There's a new generation of designers doing really interesting things, but they lack support. The city needs a better fashion week to match other fashion capitals around the world.

Favourite city (besides BA) for style? My favourite city for fashion is London. I think people have a real freedom of expression and variety.