

# Shopping

# TIME OUT STYLE TALK

Julia Schang-Vitón



Designer & Creative Director  
at Schang-Vitón  
([www.schangviton.com.ar](http://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).

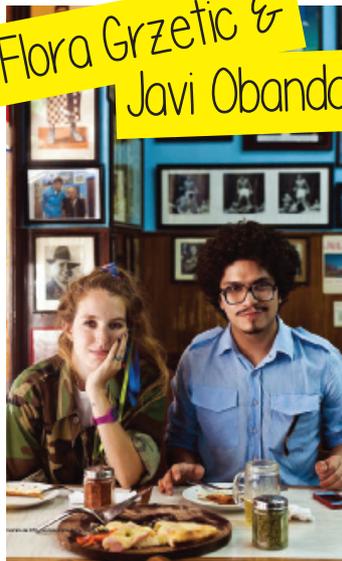
**What is your favourite local trend? Least favourite?** Favourite: The poncho comeback. Least favourite: I'm aware many big brands are using rabbit fur for accessories. It's painful just to think about it.

**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](http://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](http://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](http://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.