

BUENOS AIRES' EMERGING DESIGNERS

One of the most notable transitions in Buenos Aires fashion in the last few years is the growing prominence of emerging designers. Based mostly out of private homes and apartments, known locally as 'showrooms,' a young community of recent fashion school grads and 20-somethings with an entrepreneurial spirit are taking over BA's inventive design world. Recent initiatives by the Buenos Aires City government such as competitions like IncuBA and La Ciudad de Moda (which allowed several of the most promising emerging designers to stage runway shows at Buenos Aires Fashion Week), have given the industry the boost it desperately needs to make BA one of the most intriguing fashion hotspots in Latin America. Whether you're on the hunt for casual streetwear, luxurious leather or innovative jewelry design, BA's best emerging designers take pride in their originality and skilled craftsmanship.

When it comes to clothing design, rising names like **Belén Amigo** (www.belenamigo.com.ar) and **Joan Martorello** (www.facebook.com/JMARTORELLO), both present at La Ciudad de Moda's runway show, are capturing stylish locals with their alternative, street-chic designs that range from Martorello's signature knits to Amigo's tailored pants and drapery silk organza tops. For more comfy casual wear, stop in at **Deleon's** (www.deleonba.com) Palermo Hollywood showroom, a destination for young fashion-savvy locals looking to expand their collection of urban cool garments that scream sophistication.

Yet another exciting fresh face in BA's emerging fashion scene is **Julia Schangviton** (www.schangviton.com.ar), a young design prodigy whose structured, architectural cuts and neutral color palette draw upon her Asian heritage.

If you're in the market for leather, you've come to the right city. The independent design team behind artsy leather jacket label **Oveja Oveja** (www.ovejaoveja.com) have created a stir with their high-quality, hand-painted jackets that fit perfectly with BA's cosmopolitan vibe.

For leather bags, don't miss the geometric gems by **Bellebas** (www.bellebas.com), whose sleek clutches and embossed satchels make for the quintessential Buenos Aires accessory.

In the world of jewelry, both **Inés Bonadeo** (www.inesbonadeo.com.ar), a metal-working craftswoman who has already shown her work in New York at the international design fair NY Now, and **Vendaval** (www.vendavalbuenosaires.com.ar), whose amulets are available at indie boutique **Monoambiente** (www.mono-ambiente.com.ar) can't be missed.

While popular among locals, shopping in showrooms can prove intimidating for visitors. To gain access to these hidden treasures, it takes some local knowledge and the right connections. Thankfully, a few ambitious expats are giving tourists the chance to discover the exciting world of BA's emerging design through personalized shopping tours that'll take you to some of the most notable showrooms in town as well as the hippest open-door boutiques. Sophie Lloyd at **ShopHopBA** (www.shop-buenosaires.com) is the perfect option for those looking to get inside the city's exclusive showrooms. Warm, welcoming and knowledgeable, Sophie's tours include champagne toasts and privately catered lunches, and she also offers personal color consultations to those in need of a wardrobe makeover. Vanessa Bell at **Creme de la Creme** (www.cremedelacreme.com.ar) is known for her extensive contacts and excellent taste.

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