

INTERNATIONAL FASHION SHOWCASE

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Argentina is a vast country where the most varied sceneries coexist: from the pampas and tropical rainforests to the stunning waterfalls, its extensive plains, its coastlines and rivers, and the Andes' high peaks.

By contrast, Buenos Aires, its great capital, is a cosmopolitan city, centre of migration flows and influenced by current international trends.

Ultimately the cultures that inspire our designers are as varied as the environments in which our flora and fauna develop.

Argentina has a unique identity, diverse in nature and of plural bearings – characteristics that will be reflected in our exhibition.

We present designers who come from different regions. Some of them work with designs and patterns reminiscent of ancient cultures. Many of them use regional indigenous materials and resemanticise them for contemporary wear: leather, hand loomed wool, alpaca, chaguar fibres, barracan, cotton and antique aguayos. Others get inspiration from urban contrasts and rhythms.

Our project seeks to exhibit the versatility and value of traditional materials through the creativity and innovation of emerging designers.

Today people source their clothes, accessories and decorative objects/ornaments from all over the world. They choose handcrafted materials and designs from different cultures and ethnic groups. South America, and Argentina in particular, has yet to develop its full potential to enter the international current fashion scene, providing its arts, traditions and peculiarities.

We are confident that this International Fashion Showcase will positively contribute to this purpose.

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JULIETA MANSILLA

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Born in Formosa, Julieta started her work with the clear idea of paying tribute to regional textiles. This was achieved through the traditional chaguar, which was originally used by Wichí indigenous people for producing domestic objects. By adding feathers, seeds and leather, the designer creates avant-garde pieces with folk elements.

JULIETA MANSILLA

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PATRICIA MARAZINA

CONCEPT

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Originally from the province of Córdoba, she studied plastic arts. For her creations in clothes, for which she seeks to use various languages simultaneously, Patricia takes elements from nature, the earth's sacred view, colours and iconic symbols from indigenous peoples; the shapes of textiles from immigrant cultures, their technical contributions, their morphologies and textile traditions.

PATRICIA MARAZINA

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DESIGNERS



PATRICIA MARAZINA

CONCEPT

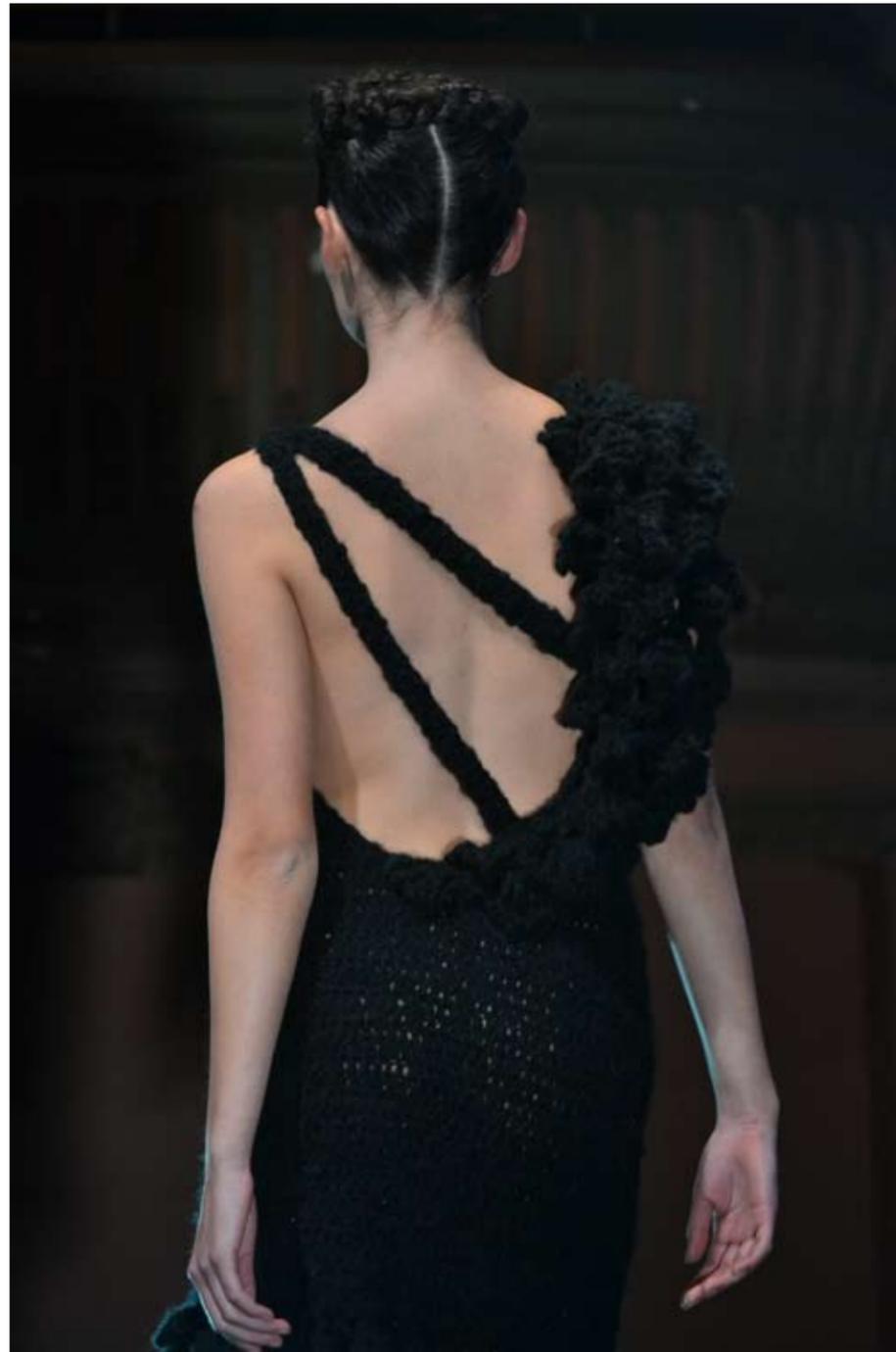
DESIGNERS



JEZABEL GERIK

CONCEPT

DESIGNERS



Born in the province of Córdoba, she graduated as a designer at the end of 2009.

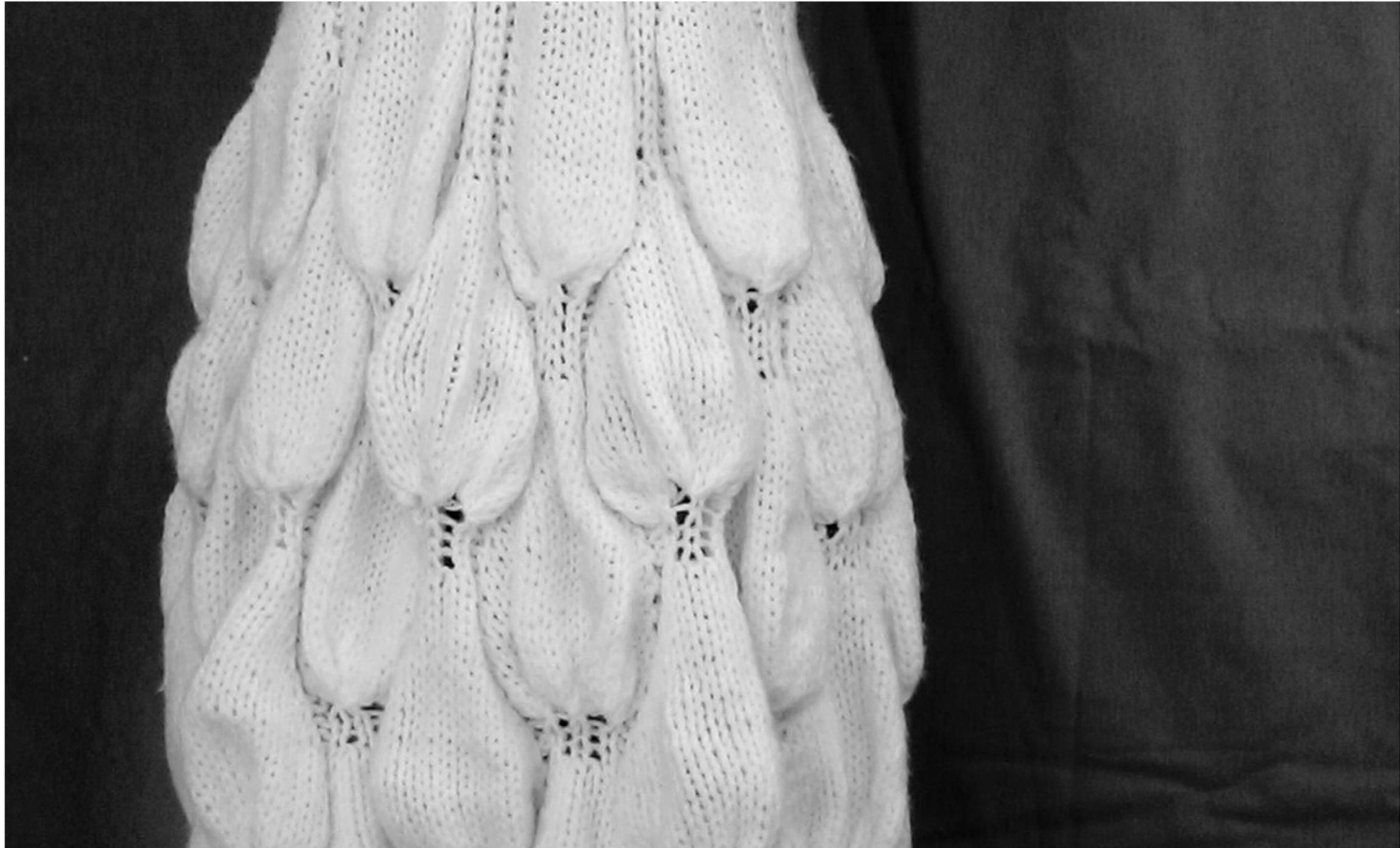
As a fan of volume and textiles, she seeks to resignify the language of knitted pieces through distortions, large and strange shapes compared to the traditional knitting, and to take the possibilities of experimenting with the material to a limit.

<http://www.jezabelindumentaria.com.ar/>

JEZABEL GERIK

CONCEPT

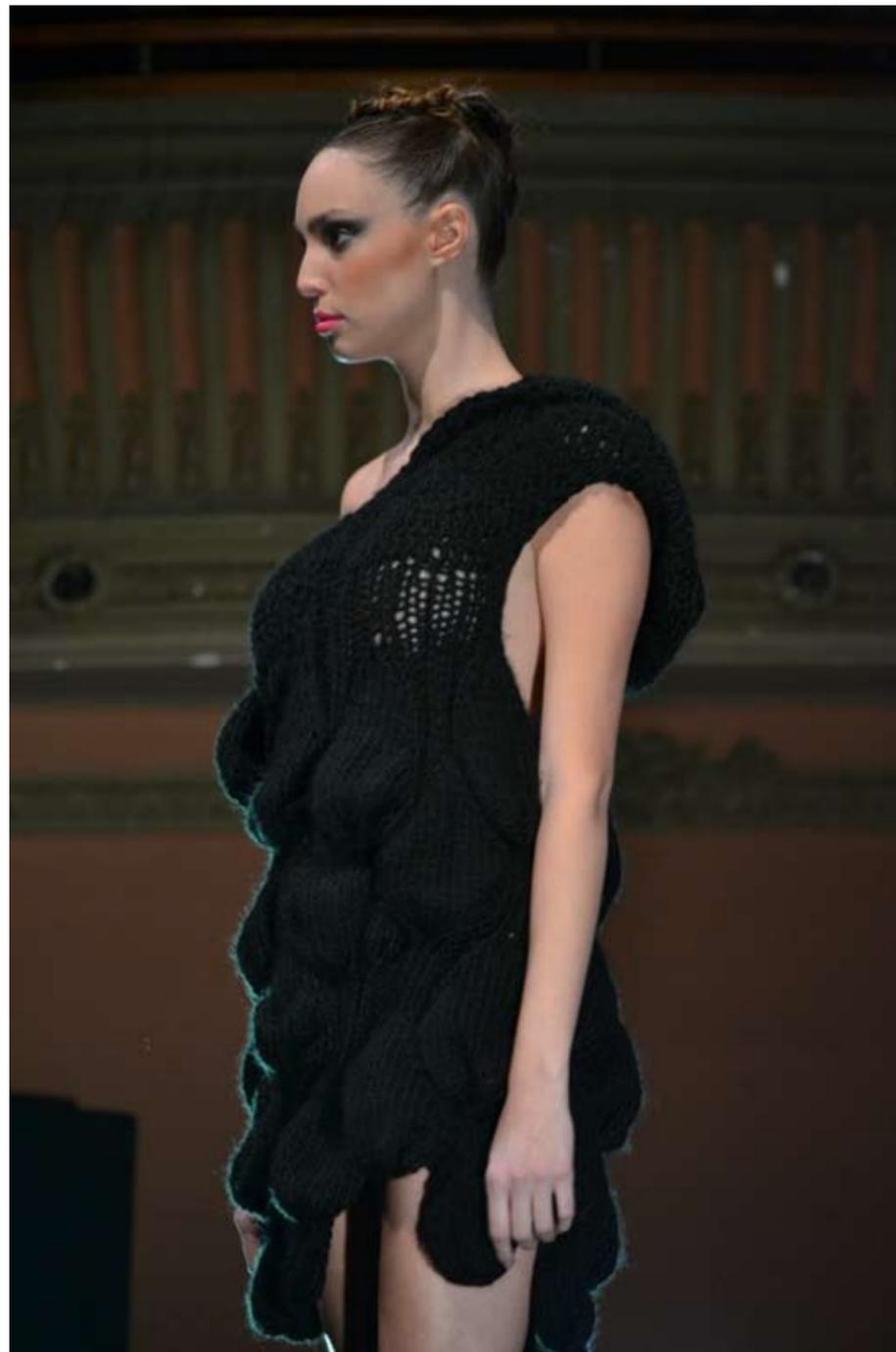
DESIGNERS



JEZABEL GERIK

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DESIGNERS



SANTOS LIENDRO

CONCEPT

DESIGNERS



Daughter of a renowned metal smith, Roxana started her career in fashion in 2009 in the northern province of Salta.

Her background led her to using materials such as silver and alpaca on her first creations and applying them on unusual garments such as shoes and handbags.

She has now broadened the range of materials with which she works and added clothes to handbags and shoes.

<http://santosliendro.com>

SANTOS LIENDRO

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SANTOS LIENDRO

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DESIGNERS



SANTIAGO ARTEMIS

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DESIGNERS



Santiago spent his childhood in Ushuaia, the southernmost city in the world, where he started tailoring with the help of his grandmother. Having settled in Buenos Aires to develop his career, the youngest of our designers takes his inspirations from Jem and the Holograms, Sailor Moon, the Renaissance and Hollywood from the 80s, which translates into his characteristic exaggerated volumes and theatrical aesthetics.

<http://www.santiagoartemis.com/>

SANTIAGO ARTEMIS

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SANTIAGO ARTEMIS

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VANESA KRONGOLD

CONCEPT

DESIGNERS



Vanesa was born in Buenos Aires. In 2010 she got her degree on design and style from Universidad de Palermo, where she now teaches.

Her main goal for people who wear her clothes is for them to have the possibility of entering a new world of imagination and playfulness, where animals, dolls, objects and bright colours coexist.

<http://www.vanesakrongold.com/>

VANESA KRONGOLD

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DESIGNERS



VANESA KRONGOLD

CONCEPT

DESIGNERS



JULIA SCHANG VITÓN

CONCEPT

DESIGNERS



She started her fashion design university course in Buenos Aires on 2008.

From a geometric baseline intervened by organic lines, Julia provides a dual identity to her collections, generating a fusion of rigid and soft materials such as leather, muslin, linen, silk and cotton.

<http://www.schangviton.com.ar/>

JULIA SCHANG VITÓN

CONCEPT

DESIGNERS



JULIA SCHANG VITÓN

CONCEPT

DESIGNERS



MARICEL NOWACKI

CONCEPT

DESIGNERS



Born and raised in Buenos Aires, Maricel Nowacki studied graphic design and continued her training by taking photography and painting courses.

She made an incursion in jewellery making out of her curiosity over the production process. In her own words: 'transforming the material in contact with fire is hypnotic.'

When making her jewellery, she allows the materials to guide her: if it is a light one, she lets it fall with its characteristic lightness; if the turquoise colour comes out during the oxidation of the metal, it is kept.

<http://objetoswalkorrun.wordpress.com/>

MARICEL NOWACKI

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DESIGNERS



MARICEL NOWACKI

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DUBIE

CONCEPT

DESIGNERS



After studying arts and fashion design at Universidad de Buenos Aires, Agustina Dubié moved to London to continue her studies in Central San Martin's and also worked for Nicholas Kirkwood and Roksanda Ilincic. She founded DUBIÉ in 2012 with a clear concept of producing contemporary ready-to-wear pieces, shoes and accessories with a classic conception. Local culture and materials are her source of inspiration. Creative design and quality are the main goals of this new brand.

<http://www.dubie.com/>

DUBIE

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MICA 



Secretaría de
Cultura

Presidencia de la Nación

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The Argentine Embassy in the United Kingdom has chosen MICA (Mercado de Industrias Culturales Argentina – Market for Argentine Cultural Industries), organised by the National Department on Cultural Industries from the National Secretariat of Culture, as its institutional partner. MICA is the first entity in Argentina to concentrate cultural industries with the purpose of generating business opportunities, exchanging information, and presenting our cultural production to the most outstanding experts around the world.

Our partner, MICA, seeks to become a cultural identity platform to establish networks of producers, creators and artists, and to set up innovative business circuits for small companies and emerging culture-related businesses.

Our Embassy will be working jointly with the Ministry of Foreign Affairs and Fundación Exportar.

http://www.youtube.com/watch?v=uxBPY6IDpzA&feature=player_embedded

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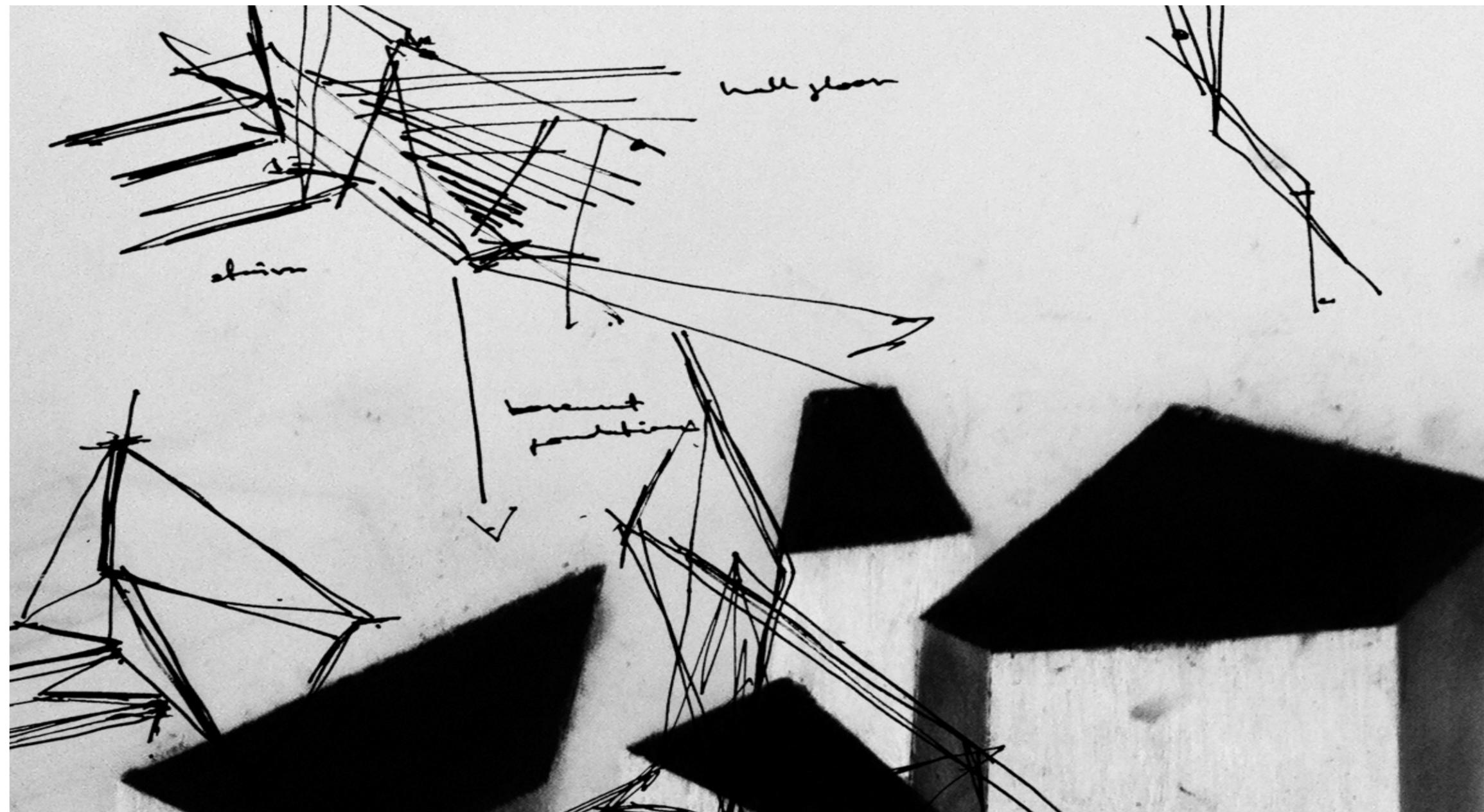
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The International Fashion Showcase offers a unique opportunity to show the fusion of fashion, design and art of our region.

The renowned Argentine artists Leo Chiachio and Daniel Giannone will present their work as a contribution and as the background set of our space.

Trained as painters, they decided to move their pictorial trade to a different one, excelling in their use of imagery and mastery of embroidery.

They started by relating with artists from the province of Salta, which has a long history of loomed textiles.

Clothes, apparel and ornaments play a significant role in their work. The artists portray themselves in luxuriant, rocky landscapes with big flowers and tropical birds in sumptuous attire and wearing indigenous ornaments. They work on huge canvasses leaving not a single millimetre uncovered and use several embroidery techniques as brushstrokes, light and depths effects which reveal their extensive knowledge and research.

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The room will be also decorated with their “eekos”, ritual dolls that represent abundance in the kolla culture.

Chiachio and Giannone have been awarded, among others, the First Prize from Salón Nacional de Rosario, Premio Platt and Premio Konex to Visual Arts – Textile Art – Merit Diploma.

The Argentine Embassy is committed to make of this exhibition an experience that indulges the five senses, without limiting it to the visual one.

The senses of touching, hearing, tasting and smelling will also be stimulated to turn our space into a universe of our country in itself. We aim to create an environment that causes strong sensations and lasting impressions on our visitors, taking them on a journey through landscapes, textures, fabrics, music and customs.

For this purpose, we will be using audiovisual tools, videos, presentations and sounds effects, among others.

The exhibition includes female and male clothes, shoes, jewellery, handbags and accessories.

We are also planning to have several talks with different subjects: from the organizers of Identidades Productivas, which depends on MICA and coordinates the work of the several regional designers, on their experience of designing collectively, on Design & Identity, and/or with some of the chosen designers.



Secretaría de
Cultura
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*Embajada de la República en el Reino Unido
de Gran Bretaña e Irlanda del Norte*

MICA 