



GAUCHO

— BUENOS AIRES —

PRESS KIT
JULY 2022

THE SPIRIT OF ARGENTINA



THE GAUCHO IS ARGENTINA'S SOUL, AND AN ICONIC NATIONAL SYMBOL.
STRENGTH. INTEGRITY. RESILIENCE.



BUENOS AIRES IS THE BEATING HEART OF ARGENTINA.
URBAN FASHION CAPITAL. COSMOPOLITAN COOL.

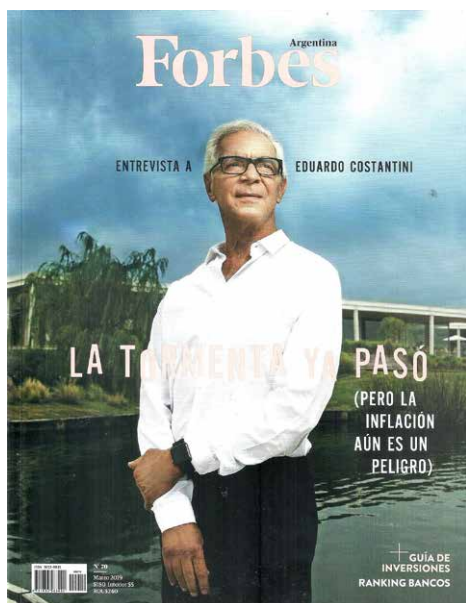
“

Scott Mathis' Gaucho Holdings presents its fashion and leather accessories brand Gaucho – Buenos Aires. With promising young designers, this new luxury Argentine brand reinterprets a national icon to make it chic and global.

”

Forbes Argentina
NADA PERSONAL. SOLO NEGOCIOS

GAUCHO: THE SPIRIT OF ARGENTINA FOR EXPORT
FORBES ARGENTINA



“

The firm is using Argentina's cowboy, or "gaucho," culture to make leather products with a contemporary twist blending Buenos Aires' uniqueness and glamour.

”

WWD

LUXURY BRANDS ARE EYEING ARGENTINA FOR FUTURE EXPANSION
WOMEN'S WEAR DAILY

“

By combining the gaucho origins and the eclectic and contemporary culture of Buenos Aires, Gaucho - Buenos Aires creates collections of prêt-à-porter clothing from indigenous noble materials and craft techniques that allow the development of original and representative pieces of contemporary expression of luxury.

”

NUMERAL

EL ESPÍRITU ARGENTINO BY GAUCHO - BUENOS AIRES
NUMERAL

“

Gaucho - Buenos Aires, specializing in leather goods and ready-to-wear, makes its first steps into the U.S. market.

GLOSSY

HOW A SOUTH AMERICAN FASHION BRAND AIMS TO ACQUIRE U.S. CUSTOMERS
GLOSSY MAGAZINE

”

“

Gaucho is among the most interesting brands on the Argentinian scene that showed at Designer's BA.

VOGUE

FASHION WEEK: DESIGNERS BA AUTUNNO INVERNO 2019 2020
VOGUE ITALY

”



GAUCHO - BUENOS AIRES AT 2022 NEW YORK FASHION WEEK



GAUCHO BUENOS AIRES **BRAND PROPOSITION**

If Buenos Aires is Argentina's beating heart,
the gaucho is its soul - a national symbol of
strength, integrity and resilience.

Gaucho - Buenos Aires weaves that influence
into our contemporary pieces - creating a
new modern glamour that draws on the
heritage of both artisan and urban Argentina.

Marie Claire Argentina

Gaucha - Buenos Aires embodies the spirit of Argentina – its grand history, and its revival as a global center of luxury. Inspired by the sophisticated elegance of the great European maisons, Gaucha - Buenos Aires is also rooted in the traditions of native Argentine culture. With its ambitious ready-to-wear collection and timeless leather goods, this is the brand in which Argentine luxury finds its contemporary expression.



GAUCHO BRAND GOALS

Our goal is to reintroduce the world to the grandeurs of Buenos Aires elegant past, intertwined with an altogether deeper cultural connection: strength, integrity and resilience of the gaucho.

Seen in the intricate stitching of handmade leather, or the exquisite workmanship of an embossed belt buckle, "gaucho" style is a world-renowned symbol of argentine craftsmanship.





**GAUCHO - BUENOS AIRES BRINGS THE QUALITY
AND CRAFTSMANSHIP OF HAND-WORKED LEATHER
AND ACCESSORIES TO THE WORLD**

ATELIER & PRODUCTION STUDIO



1

Each design is brought to life by hand, one-by-one, with the utmost precision prior to execution.



2

Considering all the processes that a single piece may require, it could take up to 50 hours for it to be fully conceptualized.



3

The next series of stages, including samples, pattern making, and production is carried out by artisan experts their own craft, thus ensuring premium quality.

MEET THE LUCKY BAG

CHARMED, WE'RE SURE

Giving the classic saddle bag the GBA treatment, we've come up with a modern-day talisman that deserves to be treasured. Yes, it leads a charmed life and yes, we're here for it, because this design has ALL the hallmarks of 'us': our passion for craftsmanship, gaucho culture and the great outdoors; and our contemporary urban spirit.



NEXT LEVEL DESIGN
SUPER-VERSATILE STYLE

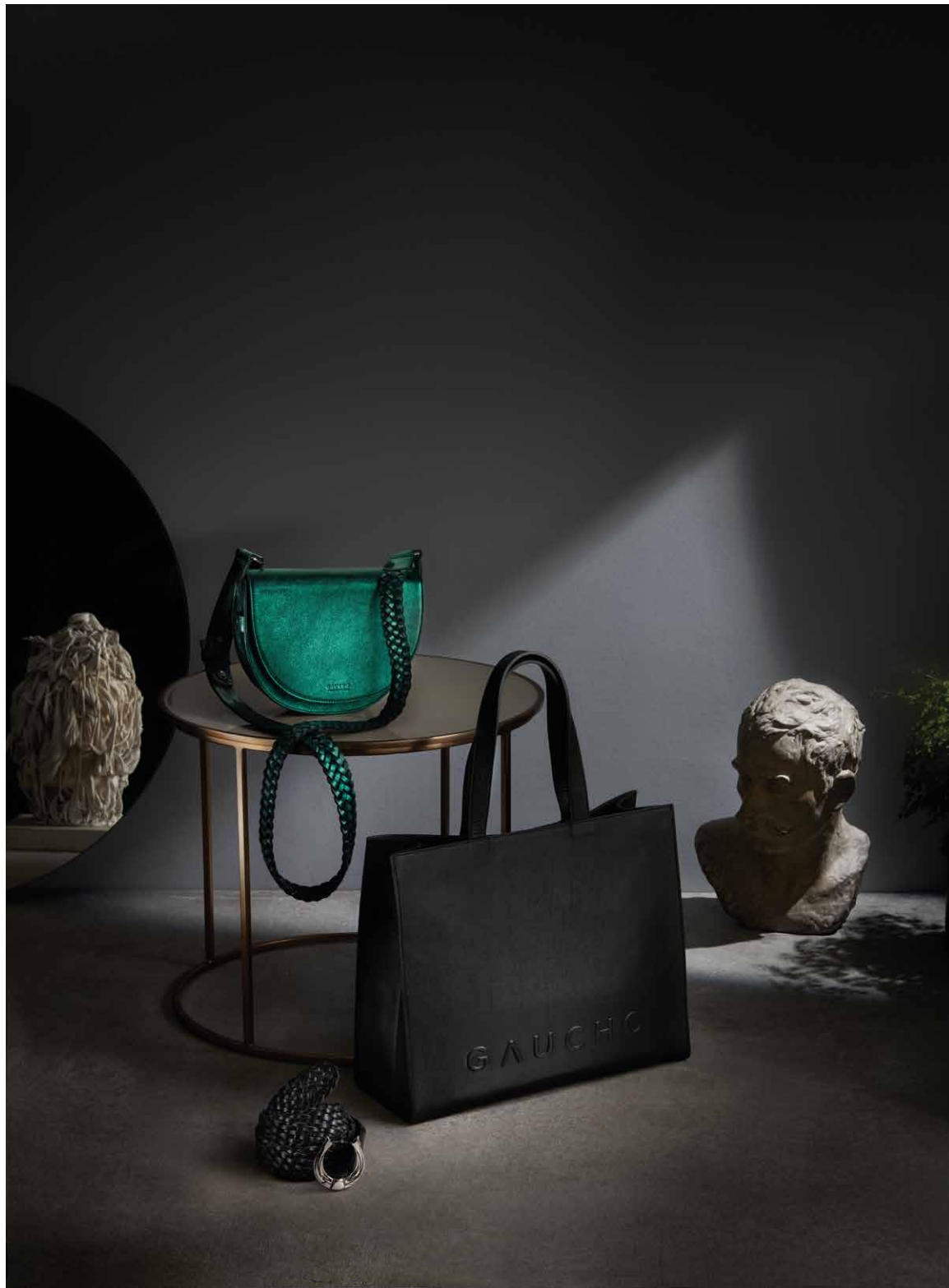


—

We've put heart and soul into bringing these elements together – note the classic saddle shape that curves around our horseshoe logo; the sturdy, super-high-quality leather; and the equestrian-style braided handle – all revealing our next-level commitment to intricate handiwork.

A GAUCHO - BUENOS AIRES
PIECE CAN BE SPOTTED
AT A GLANCE

Natural materials and solid hardware combined with classic heritage shapes, the collections developed under Guido and Carmen's emotional curatorship has boundaries with no obvious designs.



A GAUCHO - BUENOS AIRES

PIECE CAN BE SPOTTED
AT A GLANCE



With each piece, new dreams and new ways of imprinting their creativity and sophistication into every last detail.

INTRODUCING
THE GAUCHO CASA
COLLECTION

Gaucha Casa challenges traditional lifestyle collections with its luxury textiles and home accessories rooted in the singular spirit of the gaucho aesthetic. Using the highest-quality natural materials ethically sourced from countries that are pioneers in the field of eco production, such as New Zealand, Iceland and, of course, Argentina, each piece within the line embodies the rarefied heritage of Buenos Aires and its deep-rooted connection to artisanship.



LUXURY LIVING WITH A GAUCHO SPIRIT

In a year during which many of us have spent more time at home than ever before – and with them now serving the multifunctional roles of office, exercise space and leisure retreat – there's never been a more fitting time to master the art of nesting and elevated domesticity.



THE LATEST IN LUXURY LIFESTYLE

This year has also reaffirmed something we already knew to be true: a luxuriously cozy throw or an exquisitely elegant lamp has the ability to transform every corner of our homes into a place of beauty and, in turn, elevate our mood. Such is the power of superior design. Perfectly showcased in some of Argentina's most exclusive hotels such as Algodon Mansion in Buenos Aires, Gaucho Casa distills the spirit of gaucho living with its signature elegant aesthetic. Create your own sanctuary with the collection of silver-plated home accessories and more.



LUXURY LIVING
WITH A GAUCHO SPIRIT

Celebrating the equestrian culture that “gaucho country” is world-renowned for, the collection’s silver-plated trays, bottle accessories and elegant homeware pieces featuring elaborate horn detailing are an embodiment of the contemporary glamour of Buenos Aires. Naturally, the epic wild landscapes have had their own influences, with a curated edit of mohair throws and sculpted goat horn handles providing the perfect partnership of form and function – and a chic complement to the more modern details in your home. Whether you’re looking to embrace the gaucho lifestyle or bring a touch of the country to the city, Gaucho Casa offers an organic design DNA for every interior space, ideal for modern living.



GAUCHO
THE DESIGNERS

CARMEN VILS

PRÊT-À-PORTER DESIGNER

The worlds of gaucho culture and fashion were never far apart for the woman behind Gaucho - Buenos Aires's ready-to-wear collections

You could say it was Carmen Vils' destiny to join Gaucho - Buenos Aires, so natural is the path that led her here. The daughter of Swiss parents who moved to Argentina after falling in love with its epic landscapes, Carmen was raised with a deep appreciation of nature and animals. She grew up in the village of Parada Robles, near San Antonio de Areco – the renowned gaucho town, deep in the heart of Argentina's famous Pampas – and her mother and father shared a profound passion for horses and all things equestrian.

Yet fashion was also on the horizon for Carmen, who took an interest in it from an early age; in fact, her very first fashion sketches, which she began creating when she was just 10 years old, are still safely stored at her mother's house. Knowing "without any doubt or hesitation" that she wanted to become a designer, Carmen attended the architecture and design faculty at UADE university in Buenos Aires, where she got her degree in fashion and textiles. And those five years of intense study paid off; her first ever job was as a junior designer at a renowned haute couture house in Lima, Peru. After developing her experience at different brands, Carmen joined Gaucho - Buenos Aires when it launched in February 2018, and she hasn't looked back since.

From the first Gaucho - Buenos Aires fashion show at its Algodon Mansion headquarters in BA, to their designs being featured on the debut Marie Claire Argentina magazine cover, to staging a fashion show in New York in 2019, Carmen has seen the brand go from strength to strength. So, what's next? Bringing Gaucho - Buenos Aires to more countries, starting with the launch of a new store in the US, is an exhilarating proposition. "What excites me about the future of Gaucho - Buenos Aires is being able to share gaucho-inspired designs with the world through our upcoming store in the Miami Design District, where people will be able to really connect with our brand identity by seeing, touching, and feeling it," says Carmen. Watch this space...





GUIDO SPANGENBERG

LEATHER & ACCESSORIES DESIGNER

Gaucha - Buenos Aires designer Guido Spangenberg talks art, accessory design and making Argentina his home

For designer Guido Spangenberg, art plays an inextricable role in fashion. It was during his studies in fine art that Guido first discovered his passion for textiles, which lead him to undertake a design degree at the University of Buenos Aires – and he hasn't looked back since. "That was my chance to explore vintage designers such as Pucci, Courrèges and Paco Rabanne. I fell in love with those patterns and textures," he says of what inspired him.

Born in Montevideo in Uruguay, Guido made Argentina his home and joined Gaucha - Buenos Aires in 2019 as leather goods and accessories designer, based at the company's stylish Algodon Mansion atelier in the Recoleta district. Just a stone's throw away from the studio, the Argentinian National Museum of Fine Arts holds a special place in Guido's heart. "I have spent so much time there admiring the incredible works of art; learning to draw by sketching works by Degas and Rodin," says the designer. "The first floor houses paintings by the great Argentinian artists: Fader, Spilimbergo, Berni... This collection has a majestic energy."

While software plays a huge part in Guido's design process, it all begins with a hand drawing. "I start by sketching the shapes. The first idea is intuitive, and art lets me express myself freely," says Guido of how art influences him. What advice would this art aficionado give to aspiring young designers? "Listen to your inner voice, find your own vision and leave your ego behind." Wise words from a true gaucha.



LAUTARO GARCIA DE LA PEÑA

CREATIVE DIRECTOR

The Art of Style: Meet the multi-hyphenate talent behind Gaucho – Buenos Aires debut jewelry line

"I believe that good design is the art of mixing little things to create a nuanced whole," says the 30-year-old, Buenos Aires-born multi-hyphenate, who received a degree in architecture, and also studied visual art at Bellas Artes Art School. He counts music producer, model, and jewelry designer among his many talents. De la Peña divides his time between Barcelona, Miami, and New York.

Born to artist parents, he got serious about art early on. 'When I was 8, my school used to take us to draw important buildings of the city; in that moment, I was completely present – and then I just wanted to let my imagination fly.' He studied at Bellas Artes (the National Academy of Fine Arts), and, after his architecture degree, headed to Europe.

It was here that he spotted a gap in the market and discovered a new passion for jewelry design. 'In Europe, men wear much more jewelry than in Argentina,' he says. 'They're not afraid to express their personality through fashion. This inspired me to accelerate that shift in mentality for Argentines and create space for a new fashion culture.'

In the mornings, strong black coffee goes hand in hand with meditation, and he takes a philosophical 'less is more' approach to design that chimes with elements of gaucho culture – simplicity, strength, quality. Once these elements are in play, he says, 'you have uncountable combinations to choose from to create the best version of yourself. Find the essence of your style, and it will never let you down.'

GAUCHO OUR STORY

Gaucha - Buenos Aires embodies the spirit of Argentina – its grand history, and its revival as a global center of luxury. Inspired by the sophisticated elegance of the great European maisons, Gaucha - Buenos Aires is also rooted in the traditions of native Argentine culture. With its ambitious ready-to-wear collection and timeless leather goods, this is the brand in which Argentine luxury finds its contemporary expression.

Established in Buenos Aires, the Gaucha story is one of impeccable timing. Once dubbed the Paris of South America for its exquisite Belle Époque style, the city is thriving again, and entering a new golden age. The time is ripe for Buenos Aires to align itself with Milan, New York, Paris and London as a global fashion capital – and Gaucha - Buenos Aires will be its bold ambassador.

Founded by entrepreneur Scott Mathis, we have handpicked a team of visionaries representing the best upcoming talent in Buenos Aires to serve our fashion design team.

Blending the quality of a bygone era with a sophisticated, modern, global outlook, the brand's beautifully handcrafted clothing and accessories herald the birth of Argentina's finest designer label.



SCOTT MATHIS
CEO OF GAUCHO GROUP HOLDINGS, INC.

PARENT COMPANY
**BREATHING NEW LIFE INTO ARGENTINA'S
HERITAGE AND TRADITIONS**

Gaucha – Buenos Aires is an exciting new luxury fashion brand by Gaucha Group Holdings, Inc. (GGH), whose creation is the result of more than a decade's investment in Argentina's heart and soul. Conceived by entrepreneur Scott Mathis, GGH's luxury branded assets have come to be synonymous with the country's finest experiences through award-winning wines and exceptional luxury destinations. Now with Gaucha – Buenos Aires, GGH adds a high-end fashion and retail sector to its collection of luxury assets, connecting buyers with some of Argentina's best creative talents and products that harness the country's unique heritage and artisanship.

GGH's luxury brand, Algodon, was conceived as a brand for the 21st-century, showcasing a sophisticated classic style complemented by an understated approach to modern luxury. The Algodon brand represents a lifestyle, and it is an experience that all should aspire to... knowing that it is indeed within their reach.

Algodon's current portfolio includes an internationally award-winning wine brand, as well as a 4,000 acre wine, wellness, culinary and sport retreat located in San Rafael, Mendoza, and an all-suite boutique hotel in Buenos Aires' chic Recoleta district. With the addition of Gaucha – Buenos Aires, GGH now has the opportunity to reach a larger global audience than ever before.

Offering effortless access to handmade leather, premium cotton and fine fragrances, Gaucha – Buenos Aires enables online shoppers to purchase luxury goods conceived and created by Argentina's top talent. Gaucha – Buenos Aires meets the needs of a new luxury market, and is reviving the spirit of a golden era – heralding a Nouvelle Belle Époque in Argentina.

GAUCHO
GROUP
— HOLDINGS, INC. —

ALGODON
MANSION
— BUENOS AIRES —

ALGODON
WINE ESTATES
— WELLNESS RESORT —

ALGODON
FINE WINES
— SAN RAFAEL, MENDOZA —

ALGODON
WINE ESTATES
— PRIVATE ESTANCIAS —



THANK YOU!
¡GRACIAS!



**VISIT OUR U.S. FLAGSHIP IN
THE MIAMI DESIGN DISTRICT AT:**
112 NE 41ST STREET
SUITE #106
MIAMI, FL 33137

HELLO@GAUCHOBUENOSAIRE.COM
112 NE 41ST STREET, SUITE #106
MIAMI, FL 33137

MEDIA RELATIONS:
GAUCHO GROUP HOLDINGS, INC.
RICK STEAR
Director of Marketing
RSTEAR@GAUCHOHOLDINGS.COM

SALES:
GAUCHO - BUENOS AIRES
MARCELA ARRUDA
Director of Sales
MARCELA@GAUCHOBUENOSAIRE.COM



@gauchobuenosaires

www.gaucho.com



THE SPIRIT OF ARGENTINA