

September 17, 2020



Gaucho Group Holdings, Inc. Granted U.S. Trademark Registration for Brand Gaucho - Buenos Aires

NEW YORK, NY / ACCESSWIRE / September 17, 2020 /Gaucho Group Holdings, Inc. ([OTCQB:VINO](https://otcqb.vino)), a company with a growing collection of experiential luxury assets including the premium wines of Algodon Fine Wines, a high-end leather accessories and fashion label Gaucho - Buenos Aires, as well as real estate holdings, today announced it has been granted a registration from the United States Patent and Trademark Office for its trademark Gaucho - Buenos Aires™, (U.S. Trademark Registration No. 6043175) Gaucho Group Holdings' fashion and leather accessories direct to consumer brand (GauchoBuenosAires.com). The U.S. trademark registration covers goods such as apparel, leather accessories, and wine. The company has additional pending applications for the trademark that cover other products such as jewelry, cosmetic fragrances, and home goods.

Founded by entrepreneur Scott Mathis and headed up by Argentine designers Guido Spangenberg and Carmen Vils, Gaucho - Buenos Aires™ blends 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.

Gaucho - Buenos Aires™ embodies the spirit of Argentina -- its grand history, its folklore and its revival as a global center of luxury. Inspired by the sophisticated elegance of the great European maisons, Gaucho - Buenos Aires™ is also rooted in the traditions of native, nomadic culture. With its ambitious couture, ready-to-wear and high-street fashion offering, this is the brand in which Argentine luxury finds its contemporary expression.

"We are thrilled to announce this accomplishment, as it symbolizes another step taken towards our objective of becoming the top luxury, fashion and leather accessories brand in Argentina," said Scott Mathis, Gaucho Group Holdings 's Founder, Chairman and CEO. "Solidifying our place in the industry, this trademark allows us to continue to expand upon our growing e-commerce initiatives by increasing our collection of accessories and ready-to-wear fashion."

Please visit GauchoBuenosAires.com today to sign up for insider fashion news, behind-the-brand stories, exclusive invitations, and special access to wait lists and pre-ordering.

About Gaucho - Buenos Aires

Gaucho - Buenos Aires blends the quality of a bygone era with a sophisticated, modern, global outlook. The brand's beautifully handcrafted leather goods, accessories, and clothing herald the birth of Buenos Aires' finest designer label. Drawing on the cosmopolitan vibe of

Buenos Aires and the spirit of traditional gaucho culture, Gaucho - Buenos Aires (www.gauchobuenosaires.com) weaves artisan techniques and materials into innovative contemporary designs and is gaining traction as an emerging designer brand to watch.

About Gaucho Group Holdings, Inc.

For more than ten years, Gaucho Group Holdings, Inc.'s mission has been to source and develop opportunities in Argentina's undervalued luxury real estate and consumer marketplace. With our proprietary collection of wine, hospitality, fashion brand, and real estate holdings as a foundation, we seek to build our luxury brands of Gaucho - Buenos Aires (www.guchobuenosaires.com) and ALGODON - brands of prestige, distinction, and elegance. We begin with a focus on the quality and reputation of Algodon's award-winning wines, which serve as our ambassador for our luxury lifestyle properties and other real estate assets. As we continue to produce the ultra-fine wines for which we have become recognized, we anticipate that our reputation for quality will continue to grow and accordingly increase the value of our brand and real estate holdings. For more information, please visit www.gauchoholdings.com.

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