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Lautaro Amadeo Tambutto Joins Gauchó - Buenos Aires Design Team

Luxury Fashion Brand Gauchó - Buenos Aires Taps Lautaro Amadeo Tambutto to Expand Young, Homegrown Design Team

NEW YORK--(BUSINESS WIRE)-- **Gauchó - Buenos Aires**, an emerging luxury label with global ambitions, welcomes designer Lautaro Amadeo Tambutto. An exciting addition to the team of young, homegrown talent, including Carmen Vils and Guido Spangenberg, Tambutto will be working out of the atelier in Buenos Aires' upmarket Recoleta district and the headquarters in New York City.

Off the heels of a successful debut at New York Fashion Week in September 2019, Tambutto joins **Gauchó - Buenos Aires** as the brand propels ahead. The designer plans to incorporate creative silhouettes and lots of leather with an urban spin for the young and culturally aware clientele. Chrome-free leather will be a major focus, not only because it's more sustainable, it also showcases what he describes as the "*noble and authentic*" quality of Argentine leather hides.

Born in Argentina, Tambutto's family originally hails from San Antonio de Areco - otherwise known as the home of the Gaucho. Having received his training in Italy, *Vogue Italia* has described his aesthetic as a "very modern and richly inspired take on sportswear," and it is indeed an appealing mix of references – "the sweet spot between sportswear, traditional tailoring and Latin American influences," he says. It all resonates strongly with Gauchó - Buenos Aires' own design DNA. Tambutto sees immense possibilities for the emerging brand to put Buenos Aires on the luxury fashion map and looks forward to bringing long-overdue recognition to Argentinian design. "*I feel more Argentinian than ever right now. I can see myself representing my country worldwide with Gauchó - Buenos Aires,*" said Tambutto.

"We could not be more excited to welcome Lautaro to our team. His positive attitude, heritage and talent lends to the authenticity of our 'Gauchó' DNA" said Scott Mathis, Gauchó Group Holdings, Inc.'s Founder & Chairman. "Lautaro's creative vision and style will pair perfectly with Gauchó - Buenos Aires' growing collection of leather products and athleisurewear. We look forward to great things from our team of Lautaro, Carmen and Guido - who each bring a distinct point of view and an enormous amount of vision and talent."

About Gauchó - Buenos Aires

Gauchó - 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 Buenos Aires' finest designer label. In September 2019, **Gauchó - Buenos Aires** entered

the US market with a Spring/Summer 2020 runway show at NYFW celebrating the romance and glamour of Buenos Aires with a modern twist.

Drawing on the cosmopolitan vibe of Buenos Aires and the spirit of traditional gaucho culture, **Gauche - Buenos Aires** (www.gauchobuenosaires.com) is a new destination for luxury ready-to-wear and leather accessories. Weaving artisan techniques and materials into innovative contemporary designs, the Gauche is gaining traction as an emerging designer brand to watch.

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