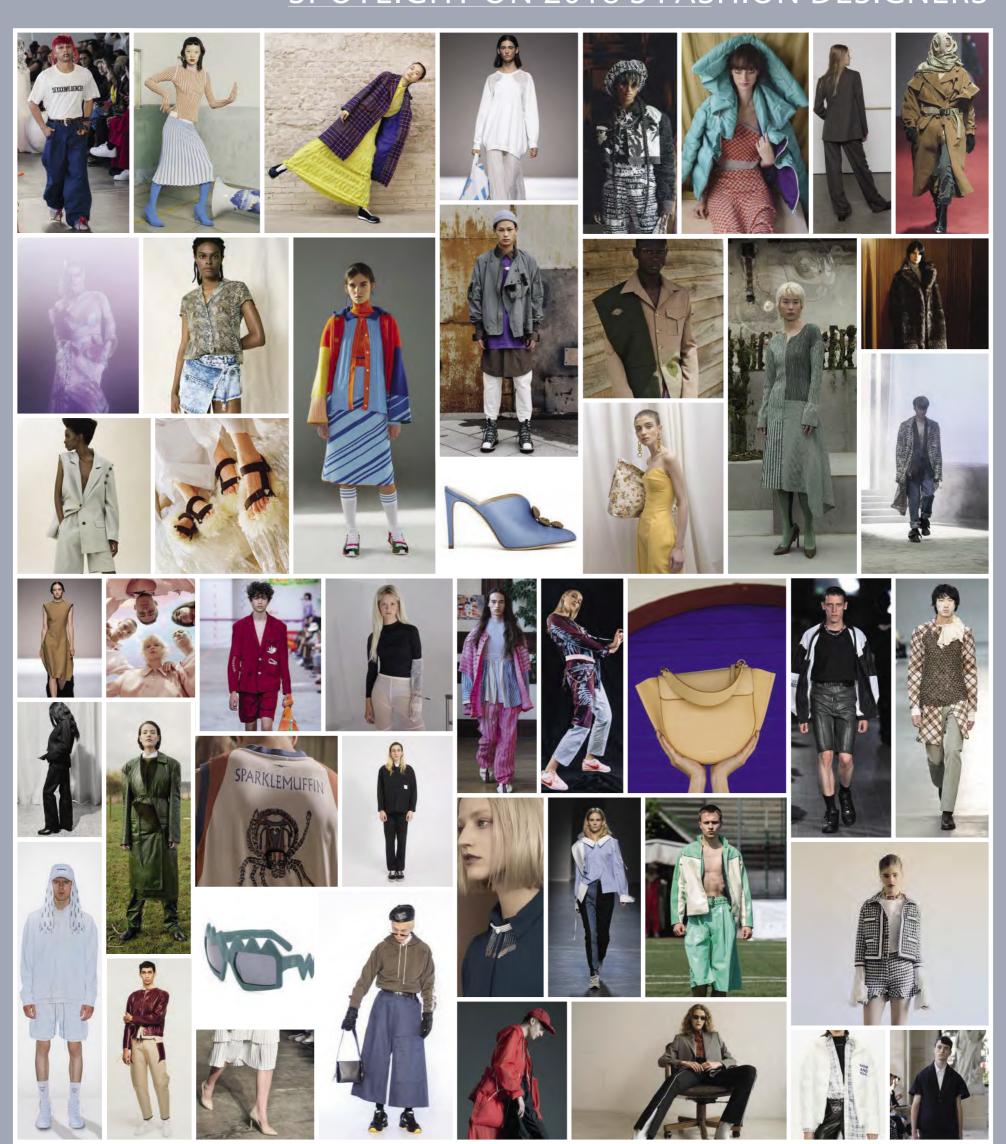
VOGUE TALENTS

SPOTLIGHT ON 2018'S FASHION DESIGNERS



SEPTEMBER 2018

MATÍAS HIDALGO Argentina

You are an Argentinian designer with a mix of Spanish and African roots. How does this background define your identity? Matías Hidalgo: "My father's family came from a Spanish colony in Africa, and the stories of their origins have always intrigued me, especially their hybridisation in terms of clothing. I'm interested in the anthropological study of cultural coexistence and how new things appear as a consequence." What are the strongest aspects of your aesthetic? "There's a sense of retro inspiration in the styling and choice of fabrics, taking an updated view on women's style from the '20s and '30s. Another big reference is '80s sportswear with its bold colour combinations." How do you go about creating a duality between structured and playful? "My pieces are loud, but simple and organised when it comes to shapes. This avoids my colour choice feeling chaotic. I'm really methodical with the geometric measurements and patterns, yet I also love to bring something disruptive to my designs." Tell us about your FW 2018-19. "It was inspired by '20s animation and illustrations. I took the geometric aspect and colour scheme of these cartoons and built semi-artisanal jacquard knits which were mixed with vintage silks." \mathbf{So} your collections have a no stalgic air about them. How do you $\,$ achieve that? "I'm always revisiting old books and objects, traditional and ethnic clothing, and I work with vintage remnants of fabrics." \bullet

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