

January 21 2010

01.21.10 SÃO PAULO FASHION WEEK DAY 3

Cecilia Dean reports on the people, places, and parties of São Paulo fashion week



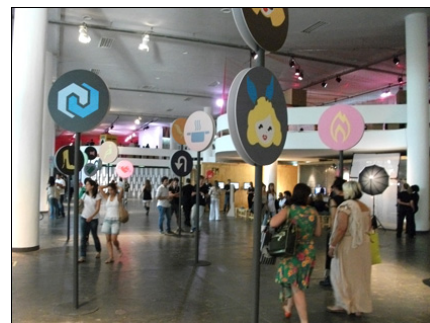
The Gloria Coelho show held at **Iguatemi**, the super mega mall. Her dresses were all about architecture in three parts: the first section was all about visible structure, the second part consisted of amorphous sculptures, and the third section of dresses were made of ribbons. Practically all off-white. The shoes were sky-high. And the rings were like teeth jutting from the models' hands. In the audience was Luisa Moraes wearing a piece by Gloria Coelho's son, Pedro Lourenco.



Lunch at Mani Restaurant where I ate an egg that had been cooked at 63 degrees for 2 and half hours.



Back to the Sao Paulo Biennial building for more shows. The place is swarming with people, live shoots, TV crews, bloggers, constant interviews, paparazzi.





Similar to Gloria Coelho, the Huis Clos show was a very monochromatic collection with off-white, grey, and beiges. Soft geometry. Both these shows were monochromatic even though the audience was dressed primarily in colors and patterns.

I missed the last show at 9pm, Animale, which everyone was twittering about because supermodel Raquel Zimmerman was walking in it. There was even a press conference about it.



Camila Yahn and Joyce Pasowitch

Instead, I had the special treat of eating a traditional Brazilian dinner at the home of Joyce Pasowitch: TV host, website creator (glamurama.com.br), and publisher of Joyce Magazine and Modo de Vida. We had Picadinho, a meat stew, with bananas in farofa (toasted manioc flour), fresh corn, rice, and fresh hearts of palm. Her dining room is next to her gym.