



Design



Vacation Vogue

Sea, sun and nightlife – that's what Tel Aviv means to the average tourist. But fashion capital? TLVstyle founder Galit Reisman will convince even the most skeptical visitor /**Guy Naeh**

"It's hard to define Israeli fashion," declares Galit Reisman, founder of TLVstyle, a new venture that offers visitors boutique tours around Tel Aviv and a behind-the-scenes look at local designers.

"Over the past five years, Israeli fashion has gained more attention. This year we had a fashion week, and there's definitely a lot of innovation on the scene." With so much exciting stuff going on, Reisman's goal is to offer tourists the inside scoop – and simultaneously spread the word that Tel Aviv is an up-and-coming fashion mecca.

When her customers purchase locally designed wares, she feels like a true ambassador. "A

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boutique tour that introduces customers to Israeli designers (sometimes in their own homes/studios) leaves visitors feeling emotionally connected to this place. It's another platform to promote Israel," she asserts.

Reisman recently gave a tour to journalist Richard David Story, a former cohort of Vogue's legendary editor, Anna Wintour, and current editor of Departures magazine. "It was an exciting meeting, and at the end he said he wanted to bring

many of the designers he met to a fashion event in New York." Reisman, 36, has called Tel Aviv home for over a decade, and has been wrapped up in the fashion world for about five years.

Before jumping on the fashion boat, Reisman worked in media production and gained experience creating presentations for commercial businesses in Israel and abroad. When she hit 30, she abandoned it all to follow her heart. "I was always drawn to fashion and the street. I took an entrepreneurship course, worked with footwear brand CoupleOf and joined Idesign,

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Style scoop
Scenes from a local designer studio