

TEL AVIV, ISRAEL

DESIGNER DESTINATIONS

Locals often refer to Tel Aviv as the “Bubble,” because its heady mix of youth-driven prosperity and urban hedonism is not representative of the rest of Israel. Tel Avivians march to a different beat, and this is reflected in its fashion industry. “We are a young country, and we don’t rely on history for passion and culture,” says fashion buyer Galit Reismann. “We’re still defining ourselves. Most of the designers here are young.”

WHERE TO GO: Favorite places include Common Raven in the old town of Jaffa for well-cut innovative design; Tamar Prinak, in the center, for minimalist chic; Shani Bar, on Dizengoff in the center, for shoes inspired by birds and racecars; and Yosef Peretz, also on Dizengoff, for dresses with post-urban prints. There are plenty of mall-style clothing chains, but for the high end, there are no big stores to buy complete outfits. “We mix and match, and explore juxtapositions, like vintage with modern,” Reismann notes. The hottest designers, often graduates from Tel Aviv’s Shenkar College, host sales in their apartments or their workshops. “Smart designers do the combined studio-boutique thing,” adds Reismann. Bigger events take place at bars and clubs, often in the afternoon, while pop-up stores in old Bauhaus-style buildings in the Jaffa Flea Market offer collections from multiple designers.

JOINING IN: Word gets around via fliers, social media, or blogs. First-time Tel Aviv boutique shoppers are often surprised to find windows that are decorated either starkly or not at all. Boutiques are workspaces, where designers are busy breaking fashion’s boundaries while at the same time schmoozing with their devoted clientele.

■ **Essentials:** Fashion news: dreedtea.com; tlvstyle.com; Common Raven (19 Beit Eshel St., tel 972 (0) 3 774 1058, cmr.vn.com); Tamar Primak (25 Gordon St., tel 972 (0) 52 263 0564, tamarprimak.com); Shani Bar (151 Dizengoff St. tel 972 (0) 3 527 8451, shanibar.com); Yosef Peretz (213 Dizengoff St., tel 972 (0) 3 529 8991, yosefperetz.com)

“Hunting down the coolest designs is at the essence of the boutique scene.”

—GALIT REISMANN, FASHION BUYER



Checking out the latest designs in the Neve Tzedek area