


# Madrid: Baruc Corazón

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Matias Costa for The New York Times

By Sarah Wildman

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“The starting point was to rethink the shirt,” says Baruc Corazón, the soft-spoken designer of the Baruc shirt. In a corner overlooking touristy Madrid’s Plaza Mayor, Mr. Corazón’s showroom has no sign at street level, nothing to indicate what awaits five floors above. Plenty have found it: from members of the Spanish royal family to flamenco singers.

Upstairs, the space is tiny. Shirts are on metal rolling racks. Blown-up photographs of friends and family wearing the shirt grace the walls. (Below, a pin cushion.)

“My shirts adhere to five principles,” says Mr. Corazón, who gave up writing a fashion column for *El Mundo* when his shirts became popular (he is still the host of an art program on television). “One, every season; two, every gender — the same cut for men and women; three, every age — from two years to whenever; four, self-sufficient — they are completely washable; and five, every size — from XXS to XXL.”

Mr. Corazón has taken the basic men’s button-down and reconsidered everything about it. Encouraging wearers to eschew ties, the shirt is collarless, but it is higher, and more comfortable, than a Mao design. The cuffs can be buttoned or, ingeniously, the button can tuck inside to make room for cuff links. The front buttons are covered by a double-stitched placket. The shape is slimming but not confining; relaxed, and yet formal. The shirts are sold at the most expensive shops in Madrid, as well as by appointment at the showroom. Prices begin at 120 euros, or about \$165 at \$1.36 to the euro.

In the full collection on display above Plaza Mayor, the basic shirt has three cousins. There are the slightly longer over-all; the kurta, based on the South Asian shirt of the same name — but slimmer — with pockets and wearable as a dress; and finally, the caftan, a distant, more flattering version of what you bought in Morocco. Each piece comes in a colorful array of Italian silks, linens, heavy cottons and poplins. There are also pajamas, polos and American-cut blazers in luscious heavy cotton, linen and seersucker as well as a small hand-knit collection.

“The shirt,” says Mr. Corazón, “is the basic clothing of humanity.”