

FASHION

Victoria Aguirre in her shop, Pampa, in Byron Bay, NSW. **FACING PAGE** Sisters Tammy Baird, Donna Baird and Rachel James at The Drill Hall Emporium in Tasmania's New Norfolk.



the style diaries

AUTHENTICITY DRIVES THE FASHION AESTHETIC OF VICTORIA AGUIRRE AND THREE TASMANIAN SISTERS.



PHOTOGRAPHY: MARK ROPER, MARNIE HAWSON

CLOCKWISE, FROM TOP Victoria Aguirre at work in her studio; her everyday essentials include her camera and a couple of Pampa bags; Poncho the labrador sits on handcrafted rug.



VICTORIA AGUIRRE

CREATIVE DIRECTOR AND PHOTOGRAPHER, 34

Victoria and her partner Carl Wilson have established Pampa, an ethical homewares business in NSW's Byron Bay showcasing the handmade work of Argentinean artisans.

Describe your style. Simple with a tonal look, leaning towards earthy tones. I love natural fabrics such as wool, linen and cotton.

Are you interested in fashion? Yes, to an extent. I'm attracted to colour palettes from fashion.

Who or what are your style influences? I don't have any style influence as such. My style keeps changing over time. I would say that my style is more influence by geography. Dressing in Byron Bay or in Buenos Aires, where I'm from originally and used to live, are two very different things.

What are your wardrobe essentials? White dress, white T-shirt, denim, wool sweater, and leather shoes or sandals.

Do you have any favourite clothing labels? Australian brands St. Agni, Opia, Deiji Studios, Juem, Zulu & Zephyr, and overseas labels Cher from Argentina and Babaá from Spain.

What are your favourite accessories? I generally use most of our own Pampa accessories, such as bracelets and bags.

Name your go-to hair and beauty must-haves. I'm currently trying natural products from Little Company [a beauty and skincare business based in both Byron Bay, NSW, and Richmond, Victoria].

What do you never leave home without? My Pampa Litoral bag.

What are you listening to? A lot of podcasts lately: Oprah's SuperSoul Conversations, actor Gwyneth Paltrow's The Goop Podcast, One Wild Ride, Your Creative Start, How I Built This, and StartUp Creative to name a few.

Where do you shop locally? St. Agni, Assembly Label and Miss Brown Vintage for clothes. Pop & Scott for homewares and furniture. McTavish for coffee and Barrio to eat out. For massages and treatments I go to Little Company and Comma.

Share the best style advice you've ever received. Don't overstyle it, keep things simple.

What do you love about living on the coast? I live in Suffolk Park, which is a few kilometres south of Byron Bay, with my partner Carl and our dog Poncho. I enjoy the lifestyle of living close to beautiful natural places. I also love the access to amazing beaches, such as Broken Head Nature Reserve and the Northern Rivers hinterland. > *Pampa, Unit 1/12 Centennial Circuit, Byron Bay, NSW (02) 6694 3152, pampa.com.au*



natural direction

VICTORIA LOOKS TO WARM, EARTHY TONES AND ORGANIC MATERIALS.

1 Radiant photographic print, from \$285 (60cm x 40cm), from Pampa. 2 Litoral woven bag, \$165, from Pampa. 3 Sweater, \$495, from Sandro. 4 The '90s Cheeky Straight jean in Medium Blue, \$119, from Everlane. 5 Sans Ceuticals pH Perfect body & hand wash, \$36 for 250ml, from Little Company. 6 Sans Ceuticals Nourishing hair wash, \$35 for 250ml, from Little Company. 7 Monte cushion #25, \$195, from Pampa. 8. Monte cushion #41, \$215, from Pampa. 9 St Agni Lita loafer, \$230, from Incu. 10 Linen button shirt in Flax, \$119, from Country Road. 11 Velvet round throw cushion in Gold, \$95, from Pop & Scott. 12 Rosario rug in Dusty Peach & White, \$1680, from Pampa. For stockist details, see page 138.

PHOTOGRAPHY MARNIE HAWSON PRODUCT SOURCING LISA BURDEN

HOME BANGALOW NSW

The open-plan living, dining and kitchen area has a crisp white backdrop and neutral and black furnishings. The sofa is from Uniqwa. For stockist details, see page 138.

“It provides a great sense of freedom for the kids — they just take off and run down the hill.”

