

URUGUAY
COLLECTIVE



Uruguay



6 BRANDS SHOWCASING IN NYC

A curated selection of upscale Uruguayan designer brands, each embodying meticulous craftsmanship and a profound dedication to ethical practices.

Embracing the spirit of slow fashion, URUGUAY COLLECTIVE seamlessly interlaces creativity and consciousness.

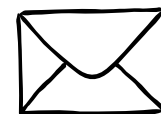
MARGO – SAVIA – CELMO – BE GANESHA – LORIA STUDIO



Uruguay

URUGUAY COLLECTIVE is proudly represented by the national government trade agency. Please note that while we facilitate promotion and business opportunities, we do not assume responsibility for business transactions. We serve as a bridge to connect and assist.

Kindly feel free to reach out for further engagement.



Elisa Schroeder
eschroeder@uruguayxxi.gub.uy



Uruguay

Margo

<https://margobaridon.com/>

Ig: [@margobaridon](#)

Tiktok: [@margo.baridon](#)



URUGUAY COLLECTIVE 2026

Margo Baridon is a contemporary womenswear brand offering a new interpretation of Latin design *bold in color, refined in craft*, and rooted in a distinctly **South American sensibility**.

With their pieces responsibly designed in Uruguay, Margo Baridon is the new standard bearer for women who want both ***avant-garde and everyday signature looks***: think *voluminous shapes, laborious details, and intentional materials* for a truly timeless and authentic aesthetic.

Crafted locally, each collection reimagines Latin design as something bold yet wearable, artisanal yet modern — a fresh voice giving sophisticated Latin design a new meaning.

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URUGUAY COLLECTIVE
2026



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2026



SAVIA

www.savia.com.uy
[@saviauy](https://www.instagram.com/saviauy)

SAVIA is a contemporary womenswear brand where timeless silhouettes meet artisanal craftsmanship. Each collection is crafted around a unique narrative that inspires our prints, textures, and handcrafted details, creating pieces with a distinctive point of view. Designed to be cherished beyond seasons, our garments blend effortless sophistication with meticulous handwork, from intricate embroidery to crochet appliqués crafted by local artisans. Every piece is shaped through a careful, hands-on process that mirrors our commitment to authenticity, quality, and enduring design. Rooted in linen and complemented by natural materials such as cotton, lambswool, and leather, SAVIA celebrates modern femininity through thoughtful craftsmanship and a refined, unmistakable identity.

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SAVIA BIOMAS
SS27



www.savia.com.uy

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SAVIA BIOMAS
SS27



www.savia.com.uy

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SAVIA



OUR TEAM

100% WOMEN OWNED.

DESIGNED & MANUFACTURED IN URUGUAY.



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celmo

www.celmo.com.uy

URUGUAY COLLECTIVE 2026

Emerging brand based on Montevideo, Uruguay.

All of our pieces are recognized by their originality and quality. Our prints are inspired by nature, architecture and art.

Our brand was founded in 2020 and is conformed by 2 independent women with passion towards business and design.

Celmo's production process respects the much needed time each piece demands and we are involved in every part of it, from design to the sourcing of materials and craftsmen.

www.celmo.com.uy

[@celmobrand](https://www.instagram.com/celmobrand)

[Linesheet Celmo](#)



celmo



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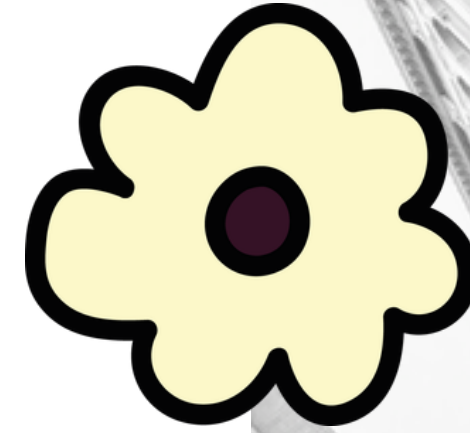


celmo

www.celmo.com.uy



URUGUAY COLLECTIVE 2026



We are María and Antonella, childhood friends and the founders of Celmo.



celmo

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BEGANESHA®

www.beganesha.com



URUGUAY COLLECTIVE 2026

BeGANESHA was born from a couple's passion for traveling, discovering new cultures, and constantly challenging the conventional path. Those experiences shaped not only our lives, but also the essence of our brand.

Fashion is our way of communicating. Clothing is simply the vehicle; what truly matters is inspiring people to live with freedom, authenticity, and courage.

Our collections combine timeless design with a contemporary perspective. We create versatile, premium-quality pieces with a strong identity, designed to accompany women through every stage and moment of their lives. Denim, knitwear, and elevated essentials are at the heart of our collections, with every piece developed through careful attention to design, materials, and craftsmanship.

www.beganesha.com

[@beganesha.uy](https://www.instagram.com/beganesha.uy)

BEGANESHA®



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BEGANESHA®

www.beganesha.com
[@beganesha.uy](https://www.instagram.com/beganesha.uy)

BeGANESHA goes beyond fashion collections, that's why we share our travels, the stories behind our products, the people who make them, and the creative process behind every collection. Through our podcast, our experiences, and our community, we encourage others to dream bigger, take chances, and pursue their own path.

Today, we aspire to become much more than a fashion brand. Our vision is to build a global community connected by the values of freedom, authenticity, and continuous growth, bringing the spirit of BeGANESHA to new markets while remaining true to who we are.

www.beganesha.com



HA[®] GANESH

A woman with short, blonde hair is shown from the side, holding a large, brown leather bag. She is wearing a dark purple t-shirt. The background is a workshop or studio filled with various wooden chairs and leather goods. The text "LORIA STUDIO" is overlaid in the center of the image.

LORIA STUDIO

www.loriastudio.com
lg: @loria.studio
info@loriastudio.com

URUGUAY COLLECTIVE 2026

Loria Studio is a handbag brand where traditional craftsmanship meets contemporary design.

Founded and led by women, the brand is built on the premise: the material comes first. Every design begins with the leather. Hides are selected by hand, one by one, for their softness, texture, and the way they hold shape — then constructed in a family-run workshop by artisans who have spent decades refining their trade.

LORIA's aesthetic lives in the balance of opposing forces: the past and the future, the masculine and the feminine, the clean and the chaotic. Production is local, small-scale, and transparent by design — with a commitment to conscious sourcing and enduring quality. The pieces are made to be worn, move through everyday life, and say something about the woman carrying them.

www.loriastudio.com
lg: @loria.studio
info@loriastudio.com



**LORIA
STUDIO**

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FW 26



WWW.LORIASTUDIO.COM





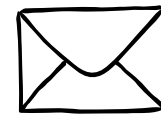
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Visit us at Brand Assembly this September 9–11th in NYC.
RSVP link [here](#)



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