



PLAY TIME
Zacarias
1925 harks
to a more
whimsical
take on
craftmanship



about his mother
mom called a few
again to come home
don't know who was
answer, my mom said
Juggling a mor
front at S.C. Vizcarra
intricate take on han
brand, Rita diligently
both worlds. One the
one hand at the back p
the other rooted at the
does she still get to en
learned to just enjoy the p
learned to laugh at the pa
painful parts. There is no
about the future, as time
fun it could be." The pain
can be attributed to her br
cancer, which she faced stra
and survived. But as harro
may have been, what did s
from that ordeal? "Living my
Laughter really is the best m
the people who stick by you, w
you with or without boobs, th
ones who are important," she
neither a quiver on her lip or a b
eye. This woman is not only envi
she is tough as they come by, too.

There is a visible sense of re
calm about Rita Nazareno. From her
poetically sublime choice in fashion
recalibrated outlook in life, there pe
a breath-taking stillness to her whic
admire. Not quite zen as she would it
us through some sort of osmosis as i
afternoon with her felt enlightening m
than anything. What more then does s
want out of life, with everything that sh
has experienced and accounted for? "A quiet
simple life. In Hawaii, preferably."
Sounds about right to

WHEN WISDOM SPEAKS

With a trove of life and experience to her name, Rita Nazareno weaves it all in a wisened sense of craft and fashion

By ANGELO RAMIREZ DE CARTAGENA. Photography ERWIN CANLAS

ur love affair with Zacarias
1925 began with the sight of the
woven backpack fashioned in
the uncanny image of the lovably
careful yet oddly clumsy astromech
R2-D2, at least for us. But for creative
Rita Nazareno, her story pre-
sented the current slew of irregularly and
oddly shaped wicker bags that have
shaped the world of fashion over. "The
was always a part of our lives, espe-
cially for my siblings and I we were
always to tell us of the lives of
Zacarias

Today, we find ourselves in the middle
of the S.C. Vizcarra workshop in the
heart of Manila, where the space is abuzz
with activity. It is a cacophony of crafted
wonder—the chatter here and there
weaving, the cutting and not to men-
tion the barking of the mid-day traffic
in the midst of the day. Rita Nazareno
is the one who is weaving the story of
her life into the fabric of her craft.



“THERE IS NO SENSE OF WORRYING ABOUT THE FUTURE, AS TIME-CONSUMING AND FUN IT COULD BE”

WHO ARE YOUR FAVORITE DESIGNERS LOCALLY AND INTERNATIONALLY? Joey Samson is brilliant, isn't he? And Rei Kawakubo.

WHAT ABOUT FASHION INSPIRES YOU? When there is that one particular piece with exactly the right proportion. Or that one piece with such quiet individuality. Or when a beautiful woman wears that plain white shirt just right, slightly tucked in on one side, in a pair of jeans with precisely the right shade—that's pretty inspiring to me too and my heart can stop for a second.

DO YOU HAVE ANY FAVORITE JEWELRY BRANDS OR DESIGNERS? Frances Wadsworth Jones, of course. There's a wit and confidence to her pieces that I absolutely love. And she's a fantastic person, too.

INNER REFLECTION

WHAT HAS BEEN YOUR GREATEST DEFINING MOMENT THUS FAR?
Realizing that rejection is really just redirection.

WHAT DO YOU THINK IS THE SECRET TO A HAPPY LIFE?
Finding the funny.

WHAT IS NEXT FOR RITA NAZARENO?
Teaching. And I shall go back to my answer above: a quiet, simple life of joy...In Hawaii, just to put that out in the universe. ■

TYLE TALKS

WHAT IS YOUR FAVORITE FASHION MEMORY? I remember my had these silk, long button-down shirts with a Nehru collar attaching pants. I loved those ia pink and bright yellow. it of people can get away se colors—but she can, abulous at that. I never ise colors even until now. d, those are reserved ther.

AS YOUR FAVORITE ROLE MODEL FIGURE UP? My mother, never really saw her jewelry. I remember is early in the was in her PJs, and

full jewelry. I was laughing at her, asking why she had her jewelry on with her pantulog. She coolly tells me: “Why not?” I mean, exactly, why not?

WHAT IS YOUR FASHION PHILOSOPHY? I've come to a point where my clothes are pretty much all the same, a uniform of sorts. What I wear to the beach, to sleep, to work and even out to dinner and to parties, all look the same.

ARE YOU A BAG OR SHOE LOVER? I probably am neither—but I should really say bags. I do like very particular shoes and would wear the same thing every single day until I wear them out. I'm quite the creature of habit.



COMME DES GARÇONS F/W '17



JOEY SAMSON F/W '17



COMFORT FIRST
Rita Nazareno punctuates her look with of-the-moment sneakers

STYLE POETRY
Minimal yet thoughtful pieces in neutrals and stark contrasts dominate her wardrobe

