

OH=SÃO=STYLISH

With the FIFA World Cup about to kick off, SHIRINE SAAD scores the details on SÃO PAULO's *muito chique* fashion, art and food scenes



Left: The Oscar Niemeyer-designed auditorium at Ibirapuera Park. Right: Coffee Lab



Skye Bar & Restaurant at Hotel Unique



ALEXANDRE HERCHOVITCH

PEDRO LOURENÇO

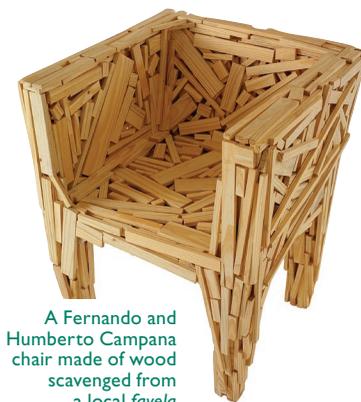


"Batman Alley"—a 30-kilometre stretch of graffiti—has been described as a graphic novel come to life

ART JUNGLE Fresh off a 10-hour flight from NYC to Brazil's largest city, I rejuvenate with some vitamin A (as in art). The lush Ibirapuera Park is home to the **Museum of Modern Art**, **Museum of Contemporary Art** and **Museu Afro Brasil**—as well as architecture visionary Oscar Niemeyer's futuristic auditorium, where São Paulo's biennial will take place in November. In the Pinheiros area, I check out the city's world-famous street art at **Choque Cultural** (choquecultural.com.br), before visiting **Isabela Raposeiras Coffee Lab** (raposeiras.com.br) in the hipster mecca Vila Madalena, where an overalls-clad barista concocts a heavenly cold brew with a hint of citrus. Coffee in hand, I walk over to **Beco do Batman**, a 30-kilometre alley splattered with colourful tags.

SHOP, SHOP Also in Pinheiros, I check out frocks from one of Brazil's buzziest fashion designers, **Pedro Lourenço**

(pedrolourenco.com), as well as pieces from the country's most creative furniture makers, the Campana brothers, which are on display at **Firma Casa** (firmacasa.com.br)—a hub of emerging design talent. The tony Jardins District is São Paulo's Fifth Avenue. There, I splurge on two urban warrior dresses from fashion-week star **Alexandre Herchovitch** (herchovitch.uol.com.br). Beachy Brazilian brands such as **Osklen** (osklen.com) and **Água de Coco** (aguadecoco.com.br) also have stores in the area; from the latter, I pick up a teeny, Rio-ready print bikini.



A Fernando and Humberto Campana chair made of wood scavenged from a local favela

FOOD AND DRINK

Alex Atala of **D.O.M.** (domrestaurant.com.br), named one of *Time's* most influential people in 2013, began cooking with local ingredients 15 years ago. Now a new wave of talents is following his lead. I start with caipirinhas and small bites—like octopus skewers with paprika-spiked potatoes—at **Mani Manioca** (manimanioca.com.br). Then it's off to **Epice** (epicerestaurante.com.br) for a tasting menu that includes fried pig's ears and the super-tart açai ice cream beloved by Brazilians.

NIGHT MOVES Most locals don't head out until after midnight. I love the laid-back vibe at **Ó do Borogodó**, a dark samba club off a Pinheiros alleyway. Not too far from the main action in the heart of Pinheiros, **Riviera** (rivierabar.com.br) serves creative cocktails—like a cachaha, honey, ginger and lemon-grass libation—to a young, beautiful crowd. **SLEEP AT LAST** **Hotel Unique** (hotelunique.com.br), a marvel of modern architecture, is a half-cylinder on stilts and the chicest place to stay here. Its rooftop bar offers sweeping views—excuse enough for one last nightcap. ♦