



“HONESTLY, I COULD NEVER WEAR ANY DESIGN OR PARTNER WITH A BRAND WITHOUT FEELING IDENTIFIED WITH ITS PHILOSOPHY OR STYLE, BECAUSE IT WOULD NOT BE GENUINE FOR MY FOLLOWERS OR ME.”



Location **Les Bains Paris**.
This Page: Top & Skirt **Antonio Ortega**, fishnet stockings **Wolford**, bracelet **PLUMA Italy**.
Facing Page: Dress **Xuan Couture**.

to Buenos Aires. I have the possibility to travel, meet amazing people from all over the world, attend the best events, work with great brands, but I will always be the same Sofi who believes in God, loves her family and friends. On the contrary, this job gave me the possibility to meet even more people and share my passion.

Your style is impeccable! What are your favorite brands?

Thank you very much!! I have a large list of designers and brands from Argentina and around the world that I love. I always try to mix between brands or find those emerging designers that propose you something completely original.

Your an ambassador for several brands. Can you tell us who they are and how you started working with them?

Some of the brands I'm still promoting are Tresemmè, Tommy Hilfiger, Saverio Di Ricci (shoe brand), Calvin Klein, Swarovski, Sally Hansen, Vichy, Loreal, Estee Lauder, among others. Many of them have contact me perhaps for a "one shot" or occasional launches, while with others we have formed an alliance and we work on many projects.

Would you take on a brand as a client that you don't like?

Honestly, I could never wear any design or partnership with a brand without feeling identified with its philosophy or style, because it would not be genuine for my followers or me.

What is a typical workday for you?

Usually I have at least two meetings per day, with clients or prospects to analyze new projects or with clients to see how our work is going.

For shoots, I need more time to organize everything, because it involves a large production (photographer, make up artist, location, etc). So I always try to divide the day into what is administrative and business work, and also the artistic part and the generation of content for my social networks.