

The Americas

Medellín



Click Clack Hotel

WHY NOW?

- Medellín has become a fashion hub, with events such as Colombia moda and designers gaining international attention, such as Joanna Ortiz x H&M, launching in March 2020
- Its strategy is to improve socio-political issues by investing in culture. In 2011, the government installed cable cars in the dangerous neighbourhood, Comuna 13. Today it is a hub for art and music, covered in street art – popular among locals and tourists alike
- Innovative hotels and restaurants are popping up, such as the Click Clack hotel with its 'rainforest' lobby, or the mural-clad Selina hostel with a yoga terrace and workspace. Trendy food halls such as Mercado del Rio and cafes like El Pergamino have entered the game, too



Joanna Ortiz

"Even though Bogotá is the capital, Medellín is the fashion capital, with a textile industry that is mostly consolidated there. And with over 70% of fashion exports being directly from Medellín, it keeps gaining relevance and momentum."

**Maria Pascua, LATAM Account Manager,
WGSN**

BEST FOR: fashion, art, coffee, food

TOP SPOTS:

- Comuna 13: neighbourhood with a dark past, now covered in street art and musical talent
- I Poblado: area with up-and-coming stores, dining and a vibrant scene
- El Tesoro: mall with local and international brands offering collections exclusive to Colombia
- Makeno: standout concept shop in an airy space
- MAMM and Museo de Antioquia: must-see arts museums
- Via Primavera: shopping street with local labels like Lugo Lugo and Miguemo