



**EVAN ELKOWITZ &
CUBA EDUCATIONAL TRAVEL**

CUBA FASHION TOUR

**HAVANA, CUBA
JANUARY 22-25, 2020**

Meet and exchange behind the scenes with the young artists and entrepreneurs making waves in the fashion scene of Cuba today.



YOUR HOST

Evan Elkowitz

New York, NY

United States of America



As the daughter of a New York City garment center executive, I was raised around fashion all of my life. After becoming a mother I realized that I needed to pursue a career that combined style and travel.... the two things I loved most. I started my personal styling business called StylebyEvan and began dressing clients, working with magazines, writing multiple fashion columns and figuring out the world of style.

After styling many fashion photo shoots and interviewing a number of the most up-and-coming designers I began to look elsewhere for my inspiration. I decided to take a trip to Cuba and before I went I was asked to style a photoshoot during my time in Havana. Saying yes was the best decision I have ever made. I basically curated a photoshoot sight unseen and had the most rewarding, eye opening and unique experience that changed my life forever. Since that day I have been back to visit Cuba multiple times and I am now leading the first fashion tour to Havana. I write a fashion column for a Cuban design magazine called Amano and I've become very involved with the design community there. There is a lot for each of us to learn from the designers in Cuba and I'm excited to share my love for this country with my guests.

To be passionate about something is the only way to be successful and it's my passion for travel combined with my interest in the fashion world that drives me to succeed.

www.stylebyevan.com
Instagram @stylebyevan



ABOUT CUBA EDUCATIONAL TRAVEL

Cuba Educational Travel (CET) is a leader in cultural travel to Cuba. CET unlocks the best of Cuba by providing access to the country's top artists, academics, tastemakers, and cultural figures. CET's tailor-made programs enable clients to experience Cuba's vibrant culture and gain a deeper understanding of the island, while ensuring full compliance with all U.S. regulations.

CET has been on the front lines of cultural collaboration, helping to bring Cubans to the U.S. and Americans to Cuba. From Yoga retreats to concerts to dance performances, CET has wide-ranging experience and contacts. Recent highlights include organizing the Diplo Major Lazer concert in Havana, which drew a crowd of over 500,000 people and bringing Liza Alfonso Dance Cuba, the country's top dance group, to perform at the Latin Grammys.

By leveraging this business expertise and curated travel capabilities, Cuba Educational Travel offers a product that is unrivaled. This combined with the beauty and intrigue of Cuba make for truly unforgettable experiences. CET has designed and executed executive retreats, board meetings, quarterly business reviews, incentive trips, industry specific investment delegations and conferences for some of the world's most respected companies and organizations.



SUPPORT FOR THE CUBAN PEOPLE

The U.S. Government permits legal travel to Cuba under 12 different categories that range from professional meetings and sporting competitions to religious and humanitarian travel. One of the broadest and most common categories of travel is “Support for the Cuban People,” which requires travelers maintain a full time schedule of activities that involve meaningful interaction with individuals in Cuba and that those activities help Cubans become more independent. There are many ways in which travelers can easily fulfill this requirement while having an incredible experience in Cuba and being thoughtful, respectful and kind with the many Cubans you interact with during your travels.







DAY 1: BIENVENIDOS

Wednesday, January 22

TBD Arrival on flights to Jose Marti International Airport

TBD Check in at *casa particulares*

2 pm Welcome lunch at **El Dandy** for snacks and mojitos. In the fifties the storefront was a bodega and small bar. The place was a private apartment after the revolution until it re-opened as Bar El Dandy in 2014. With delicious snacks and cocktails and a mix of Cuban, Spanish and Mexican cuisine, El Dandy offers delicious tacos worth writing home about.

3 pm After lunch, visit **Clandestina** design shop, the first Cuban urban fashion brand since 2015, and **Dador**, a new Cuban fashion and lifestyle brand, just a few blocks away. Exchange with the founders and entrepreneurs through conversation and support their business with your visit.

4:30 pm Imagine driving down the street in a vintage Chevrolet, Ford, Buick, Cadillac, Mercury, Dodge, or Pontiac. In Havana, the island's capital, the streets are filled with private taxis which we will ride in and learn about everyday life and Cuban transportation.

5 pm Down time at the *casas*

9 pm Dinner at **El del Frente** restaurant. El del Frente is a modern bar/resto with a lot of atmosphere and a rooftop terrace. With international cuisine and artistically curated drinks, El del Frente and it's rooftop are an infallible classic of the area.

Free night after dinner



DAY 2: HEMINGWAY AND CUBAN ART

Thursday, January 23

- 8 am** Breakfast at casa particular
- 10 am** Visit to **Finca Vigia**, the former home of Ernest Hemingway in the working class neighborhood San Francisco de Paula, outside of Havana. Built in 1886 by a Spanish architect, the home was purchased by Hemingway in 1940 for \$12,500 American dollars. There, Hemingway wrote two of his most notable novels, *For Whom the Bell Tolls* and *The Old Man and the Sea*.
- 12 pm** Lunch and visit **Finca Calunga**, Michel Mirabal's art studio. Known as the painter of Cuban flags, Mirabal questions official speeches and plays with patriotic symbols and metaphors through the use of real materials like rice, bullet casings and barbed wire.
- 3 pm** Visits to **design and visual art studios**, meet with artists and exchange about their work, like, and future plans.
- 4 pm** Down time at the casas
- 6:30 pm** Happy hour at **Casa de La Musica Miramar**
- 9 pm** Dinner at private art bar **El Michifu**



DAY 3: CUBAN CULTURE AND DESIGN

Friday, January 24

- 8 am** Breakfast at casa particular
- 10 am** Visit to the **Grand Synagogue of Havana**
- 11 am** Visit 950 Rox studio and Capicua, two female-owned fashion stores making waves in Havana's cultural scene. Talk with the founders about their businesses, struggles, and how to improve.
- 1 pm** Lunch at **La Guarida** restaurant, the most legendary private restaurant in Havana. It became famous for its excellent cuisine and its role as the main stage for the famous film *Strawberry and Chocolate*, the first Cuban film nominated for an Oscar. The paladar is located on the third floor of an emblematic unfinished residential building in Centro Habana.
- 3 pm** Shop and support local private businesses and artists
- 4 pm** Down time at casa particular
- 6 pm** **Fashion and Fluogram show at La Reserva**
- 9 pm** Enjoy dinner at **El Cocinero** restaurant, followed by a visit to Cuba's famous Fabrica de Arte Cubano, one of TIME Magazine's Best Places in the World. FAC is a laboratory of interdisciplinary creation and artistic vision, with a strong social and community focus. La Fabrica is devoted to rescuing, preserving, supporting and exposing the work of Cuban artists of all mediums, from theater, music, dance, fashion, to graphic design, fine arts, film and architecture.

DAY 4: FINAL COMPRAS & HASTA LA PROXIMA

Saturday, January 25

- 9 am** Breakfast at casa particular
- 10 am** Support Cuban businesses with a final shopping tour: you'll be able to purchase art, Cuban design, rum, Cuban coffee, and more.
- TBD** Check out and depart for the airport, departure on flights TBD.





PRICING

Included

4 days, 3 nights in Havana
Lodging at Boutique B&B
All listed activities and meals
Bilingual guide
Speaker fees
Transportation for listed activities
Entrance to all events, museums listed,

\$4,250 per person

Payment can be made with a check, cashier's check, or money order. Credit cards are not accepted. Checks should be made out to Cuba Educational Travel and mailed to:

**Cuba Educational Travel
Attn: Cuba Fashion Tour
42 Fire Island Ave, Suite 100
Babylon, NY, 11702**