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Work by
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Nicola Lelli

As the child of designers behind one of Spain's most well-known fashion brands in the '90s, Patricia Lasso spent much of her youth traveling the world with her parents — learning the ins and outs of the industry by closely watching them work. Here, the Barcelona-based photographer and designer talks to us about both the rewards and challenges of growing up in the family business, what she learned by working alongside her mother before starting Patricia Wood, and why experimentation and collaboration with other artists has been critical to keeping the vision for this totally unique fashion project alive.

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My parents took me everywhere when I was little. We travelled to China, New York, and Milan; visiting suppliers and observing the trends. It taught me so much about fashion.



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A NOTE FROM THE EDITOR, LAINE SEIDERT

Isn't this story bizarre? These should feel very conversational perhaps. Also personal and honest.

This part can be long or short and contain links

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