

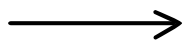
E CLUB

ELEGANT, EXCLUSIVE & EXPERIENCE

EXPLORE INSPIRING INSIGHTS INTO FASHION
EVENTS, GASTRONOMY, AND CULTURE CURATED
FOR EXCEPTIONAL EXPERIENCES.



PAULA MENDOZA



ECLUB.CARRD.CO






BOGOTÁ

📍 COLOMBIA



**THIS IS WHERE
YOUR JOURNEY
BEGINS TOWARD
THE BEAUTY
AND CULTURE OF
BOGOTÁ.**



E CLUB
ELEGANT, EXCLUSIVE & EXPERIENCE

**Skip-the-line reservations on
our fine dining restaurants, join
private events and get benefits
at our member boutiques.
Scan the QR code and enjoy the
magic!**



WHY ECLUB?

Instant Reservations

Secure priority access to the city's exclusive restaurants with just one click—no waiting required.

Private Events and Exclusive Experiences

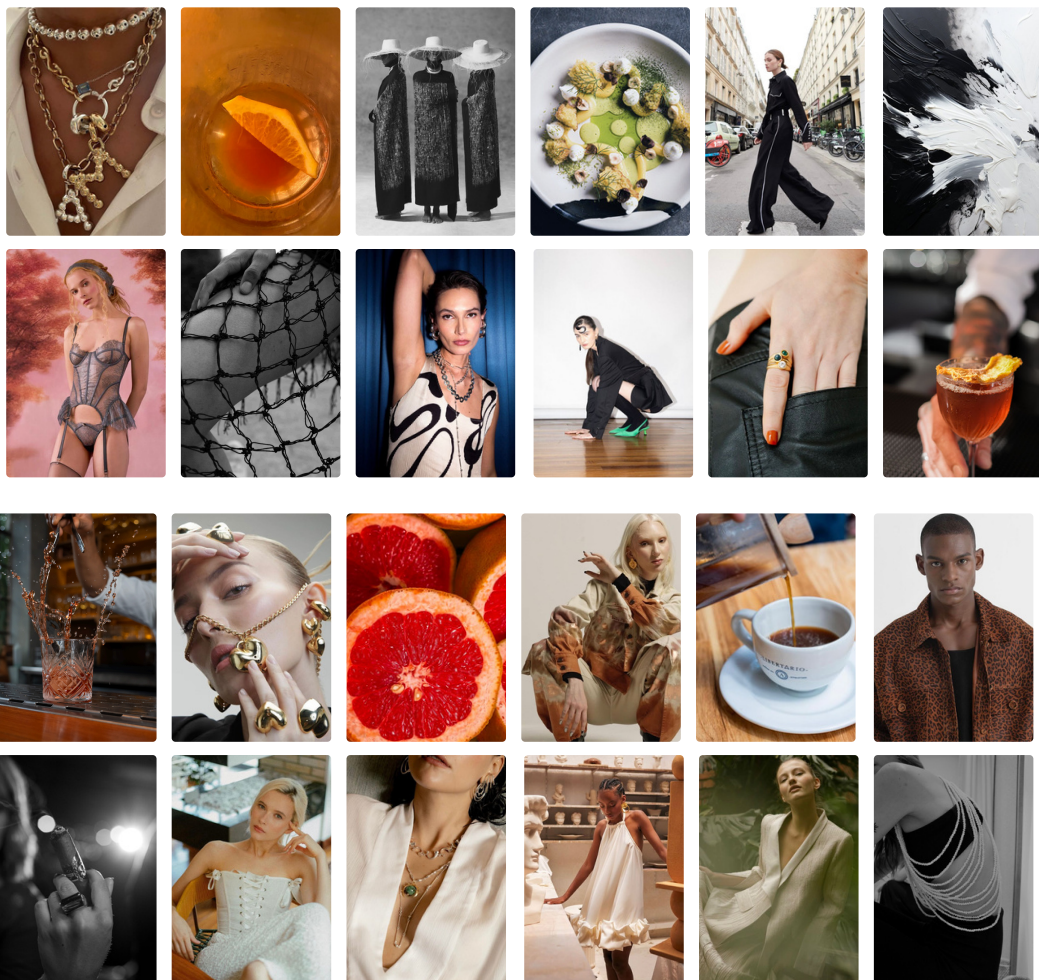
Join unique meetings for E-Club members, featuring secret dinners and private collection launches that blend haute cuisine and fashion.

Meetings with Chefs and Designers

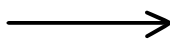
Engage with the creators behind your favorite experiences. Enjoy private tastings and exclusive talks with our chefs and designers.

Personal Shopper Assistance

Receive expert guidance as you explore exclusive boutiques, ensuring your style is both unique and perfectly tailored to you.



SCAN TO EXPLORE



E CLUB

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PROLOGUE

Welcome to the first edition of E-Club Magazine, a guide to redefining luxury tourism in Colombia. We focus on Bogotá, a vibrant city blending Indigenous roots with modern innovation. Discover the best of the capital:

Exquisite showrooms, trendsetting restaurants, and captivating art spaces.

E-Club champions local talent, showcasing the social impact behind each creation and positioning Bogotá as a destination of art, design, and excellence. This is your invitation to experience an unforgettable Bogotá.

1

Fashion Spotlight Explore the latest trends and standout collections from our featured brands.

2

Gastronomy Delights A curated guide to the finest dining experiences and culinary highlights.

3

Cultural Inspirations Stories celebrating Colombian art, heritage, and creative excellence.

4

Exclusive Events A preview of upcoming events and unforgettable moments curated just for you.



SCAN AND YUM!

Let your senses be amazed by our creations!
We are a family business in love with what
we do: creating exquisite flavors with
colombian cacao.



FASHION
FASHION

SPOTLIGHT



ATELIER
Crump

ATELIER *Crump*



In 2014, Atelier Crump emerged, a contemporary tailoring brand **empowering women** by reinventing classic suits with colorful floral and botanical prints that pay homage to nature.

Diana Crump weaves her universe by bringing together opposites to conceive sublime pieces where the feminine and masculine blur their boundaries, creating a neutral gender. Her iconic suits are more than just an outfit; they have become weapons of empowerment that transfer strength and confidence to the wearer. The garments are as versatile as the woman they represent, adaptable to any occasion.

The quality of the materials and the detail of each finish are the hallmark of Atelier Crump, the product of a dedicated team with years of experience in the tailoring trade and the collaboration of talented illustrators who recreate exotic landscapes, postcards of our sensitivity.



SABANDIJA

SABANDIJA



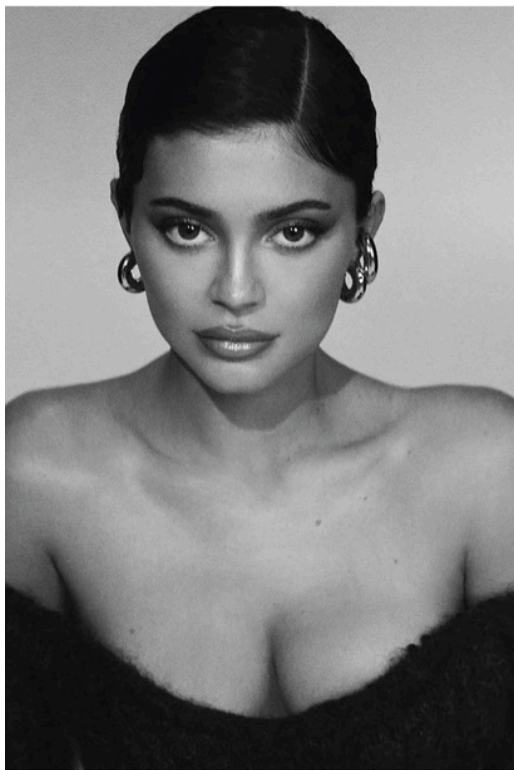
Sabandija is a Colombian leather brand that envisions a world where luxury transcends material value, becoming a catalyst for stories and experiences that enrich lives. Our vision is to forge a global community of discerning individuals who share a passion for a life well-lived — marked by adventure, craftsmanship, and sustainable elegance.

Each piece embodies a commitment to sustainability and a respect for tradition, ensuring that Sabandija not only stands the test of time but also honors the planet. We aim to inspire with products that are not just possessions but symbols of heritage and narratives waiting to be told.

Sabandija is dedicated to creating moments of beauty and inspiration, inviting people everywhere to join us in celebrating the art of living deeply, responsibly, and with unwavering quality



Where Art Meets Empowerment: Paula Mendoza - The Jewelry Destination You Can't Miss in Bogotá



If you feel attracted to Paula Mendoza's designs, you likely share the style of some of the world's most influential figures, including **Kylie Jenner, Angelina Jolie, and Beyoncé.**

Her unique creations, handcrafted in Medellín, Colombia, are a testament to her commitment to **ethical craftsmanship** and her profound respect for the artisans who bring these pieces to life. Celebrated by Forbes as one of Colombia's most influential creatives and honored by the President of Colombia as a leader abroad, Paula Mendoza proudly stands at the forefront of Colombian affordable luxury jewelry.



Expanding her vision, Paula Mendoza introduces her luxury eyewear line, New Point of View.

A revolutionary addition to Colombian fashion, this collection marks a milestone as the first to bring high-end eyewear to the country. Crafted in collaboration with a prestigious Italian factory—renowned for working with brands like **Tom Ford and Gucci**—each piece is made from premium acetate cellulose, with a focus on ergonomics, inclusivity, and the designer's signature jewelry-inspired finishes.



Are you a believer that architecture tells stories?

Step into a space where art, architecture and fashion merge seamlessly.

For those visiting Bogotá, Paula Mendoza's flagship store is a must-visit destination. Designed by Colombian industrial designer Martín Ramírez, the store draws inspiration from the brutalist movement of the 20th century and the visionary work of Brazilian architect Lina Bo Bardi, creating an environment that is both bold and timeless.

More than a boutique, it's a space where, every detail is curated to captivate.

The store offers a personalized shopping experience, with fashion and jewelry experts on hand to guide clients in discovering their perfect piece.

Located in Bogotá's fashion retail district, this space promises a journey into a cultural landmark that celebrates the spirit of Colombia. Don't miss the opportunity to elevate your collection and take home a piece full of story and Colombian significance from Paula Mendoza.



AIRE



AIRE



Aire is a brand that found its soul in **conscious creation**. Our fiber and textile creation process is tied to our ancestors by using colors extracted from plants, flowers and minerals.

We combine different fabrics and embroidery that are all 100% handmade. Aire inspires others to blend our art, creating timeless pieces of functionality and comfort.

Our goal is to revolutionize fashion by reducing the negative environmental impact in the industry & preserving the essence of our roots.



SORELL



SOREIL



Soreil is a handmade luxury lingerie brand based in Colombia, crafted with great care and an exploration of high-quality fabrics, resulting in unique, luxurious pieces.

We believe that a woman's sensuality is her own creation—a state of mind influenced by her attitude, charm, and self-love. The core inspiration behind Soreil comes from the women throughout history who have inspired others with their beauty, but more importantly, those who have been influential due to their intellect, style, or irreverence. In our search, we found many such women and discovered our perfect muse: Agnès Sorel.



A NEW CROSS

HANDCRAFTED IN COLOMBIA

A NEW CROSS

HANDCRAFTED IN COLOMBIA



A New Cross is a Bogotá-based brand founded in 2011, dedicated to exploring and redefining the contemporary identity of Colombia and Latin America. With a minimalist, monochromatic, and urban aesthetic, the brand looks towards the future while drawing inspiration from Latin American heritage and the artisanal work of rural savannah communities.

By utilizing a small-scale production model and collaborating with artisan communities, A New Cross ensures the creation of high-quality, durable, and exclusive garments that promote conscious and sustainable consumption. This approach fosters better social and environmental practices.

With more than 15 collections, A New Cross celebrates diversity and freedom of expression through menswear, womenswear, and unisex pieces. The brand highlights the work of dozens of Colombian artisans, showcasing their craftsmanship in major stages, stores, and museums across over 12 countries worldwide.




WHITMAN



WHITMAN



WHITMAN is a brand that is inspired by the human potential for creation.

The brand is named after the poet Walt Whitman, who is seen as a figure who embodies the purest form of creation, stemming from consciousness and know-how.

Whitman creates pieces that transmit a connection with natural environments and our origins, using music, art, and design. The brand's legacy lies in demonstrating that creating responsibly is possible - a purpose that is more than essential in our daily lives.

For us, building with the time and dedication that each piece deserves is crucial to being a brand that goes beyond what the industry offers. We are a brand that understands that every step is necessary to create a community.



ANDREA LANDA

Andrea Landa is a Colombian brand rooted in a rich family legacy and inspired by traditional techniques.



We bring leather to life by creating 100% handmade pieces crafted by our master artisans in our own workshop. Each of our pieces tells a story and represents a treasure that can be passed down from generation to generation.

Andrea Landa's connection to fashion developed naturally. Since childhood, she has been surrounded by prints, buckles, and a variety of leather skins—materials that filled her mother's workshop.

It was in this space that she grew up, watching Colombian artisans at work and participating in the creative process involved in design.

Her family heritage, combined with her creative spirit, inspired her to work with leather and artisan techniques. With over 30 years of experience in the family business, our team of artisans creates stunning leather pieces that showcase their expertise.



ANDREA LANDA



avsha
bilgrami

aysha

b i l g r a m i



Aysha Bilgrami Jewelry emerges from the vibrant tapestry of tribal, cultural, and symbolic influences, rooted in Aysha's own Colombian and Pakistani heritage. The essence of her jewelry arises from the fusion of cultural textures, materials, and symbols, a testament to boldness and timeless design.

Collective and individual identities are represented in Aysha's creations. Giving a voice to individuals who seek the perfect balance of traditional elegance - modern sophistication and timeless allure. Each jewel embodies the essence of versatile, everyday statement pieces, honoring heritage and paying tribute to tribal inspirations while embracing a contemporary edge.

P r e c i s

- c a s a -



For nine years, Casa Precis has positioned itself as a unique concept store that transcends the typical retail experience. Founded by sisters Andrea and María Beltrán, this space has served as a platform for emerging designers in Colombia, assisting them in establishing their presence in the highly competitive Bogotá market.



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C A L L E 1 0 9 # 1 5 - 8 8



P r e c i s

- c a s a -



KITARA.

KITARA.



Kitara is not just a clothing brand—it's a movement, a creative force that redefines the way we experience fashion. Rooted in versatility and innovation, Kitara offers designs that adapt, evolve, and transform with you. Each piece is a canvas of self-expression, blending artistry, functionality, and timeless style.

At the heart of Kitara lies a passion for reinvention. From meticulously designed silhouettes to striking prints that tell a story, every garment is crafted to be more than just clothing—it's an experience.



Whether it's a jacket that seamlessly shifts into multiple styles or a collection that reflects the essence of modern individuality, Kitara invites you to embrace the freedom of transformation. With a global vision and an unwavering commitment to quality.

Kitara is for those who refuse to be confined by trends. It's for the bold, the dreamers, the ones who see fashion as an extension of their creativity. Because true style isn't static—it's ever-evolving. And at Kitara, so are we.

BEHAR

ART FOR THE HOME



CLASSIC BOARD
LUXURIOUS ART
HOME.

GAMES AS
FOR THE

**I N T E G R A T E D
S E R V I C E S F O R
S A F E T Y A N D
C O M F O R T**

PERSONAL SHOPPERS





FROM RESERVATIONS
TO PREMIUM
TRANSPORTATION,
ECLUB ELIMINATES
FRICTION FOR
TRAVELERS BY
PROVIDING A FULLY
MANAGED, HIGH-END
EXPERIENCE.

BUSINESS

AIRFRANCE 



Descubra nuevos horizontes, el cielo es solo el comienzo.
Conozca más en airfrance.com.co



AIR FRANCE BUSINESS CLASS: THE TRUE ART OF FRENCH TRAVEL

In Air France Business Class, every detail is designed to offer a luxurious and sophisticated journey, available on the Bogotá-Paris route. The seats transform into true horizontal beds, spacious and comfortable, accompanied by soft cushions and an XXL duvet to guarantee a restful sleep. With direct access to the aisle from any of the 34 available seats, privacy and comfort are always assured, offering a personal space designed for rest or productivity.



On board, the culinary experience raises the standard of haute cuisine. Menus prepared by Michelin-starred chefs and a select wine list curated by expert sommeliers reflect authentic French savoir-faire. Each meal is a moment of sophistication that turns the journey into a celebration of gastronomy.



In addition, state-of-the-art entertainment technology complements the experience. Each seat features a touchscreen, USB connection, and power outlet, ensuring the passenger is always connected and entertained. Traveling in Air France Business Class is not just about flying, it is about experiencing the true art of traveling à la française, with elegance, comfort, and impeccable attention to every detail.



AIRFRANCE 



GAST RON OMY



• ANOMALÍA •

• ANOMALÍA •



Anomalía is inspired by peasant and indigenous communities, celebrating their ancestral knowledge and approaches to food. Every dish is made with ingredients cultivated and harvested by hands that live in harmony with the land, with no intermediaries involved.

The menu invites guests to reconnect with the essence of the territory and discover the Colombian soul. Through à la carte options and a tasting menu that tells stories in every bite, the experience is a dialogue between the past, the present, the land, and the palate.

@oscarrenecocina



SAUVAGE
restaurante cocktail bar

SAUVAGE

restaurante cocktail bar



Sauvage, located in Quinta Camacho, is revolutionizing Bogotá's dining scene with its new menu and an enhanced selection of natural wines. This neo-bistro combines French culinary techniques with Colombian flavors, guided by acclaimed chef Victor Lanz from Michelin-starred kitchens. Notable dishes include the Langostino & Pirarucu Crudo, featuring roasted prawns and smoked fumet, and roasted Amazonian heart of palm with homemade yogurt and cocoa soubise, showcasing a creative fusion of local ingredients and European skills.



At the end of Calle de los Anticuarios, you'll find El Bandido Bistro, an elegant yet relaxed restaurant that features live music and an exquisite menu. The experience here goes beyond just food; it engages all your senses. The walls are adorned with old photographs, murals depicting scenes of daily life, artworks by local artists, traditional masks, and musical instruments, all contributing to the restaurant's unique atmosphere. We recommend trying the octopus croquettes or the boeuf bourguignon, which is beef braised in red wine. Additionally, they offer a comprehensive drinks menu that pairs perfectly with their dishes.



La terraza del
Bribón

♦ REPÚBLICA DE COLOMBIA ♦

♦ CIGARS & SPIRITS ♦





♦ REPÚBLICA DE COLOMBIA ♦

♦ CIGARS & SPIRITS ♦



The Bribón Terrace, nestled in the charming neighborhood of Usaquén in Bogotá, presents a captivating atmosphere where international spirits and expertly crafted signature cocktails take center stage.

The venue exudes glamour, enhanced by the enchanting melodies of music that fill the air and breathtaking panoramic views of the surrounding landscape. This delightful hotspot draws in bourbons and bon vivant alike, offering an indulgent experience focused on hedonism.



CANOA

TABERNA JAPONESA



Canoa Taberna Japonesa, located on the third floor of 116th Street, offers stunning views of Bogotá's hills and is inspired by traditional Japanese izakayas. Since its relocation in May 2023, it has become popular for shared dishes that combine Nikkei techniques with local ingredients. Menu highlights include the Salmon Orgy, which uses salmon instead of nori, and the flambéed Angus Gyu Maki. The Shiromi Nikkei features crispy shrimp, avocado, white fish, and ceviche mayo, topped with crunchy quinoa furikake.

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BIOXURY

HOTEL