

# NET-A-PORTER

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## THE EDIT



### JOSE IGNACIO, *Uruguay*

It's not how you swim, it's how you look before you do it in this tiny fishing village. This is arguably the most fashionable beach town in South America, from its modernist waterfront villas to its hidden restaurants. Relax around the sunken fire pit and cantilevered pool at the architectural Playa Vik ([playavik.com](http://playavik.com)). Parador La Huella ([paradorlahuella.com](http://paradorlahuella.com)) is the heart of the beach scene - a rustic-looking restaurant on the sand where model-type waiters police the best tables. For even more exclusivity, ask about its 'secret' beach club, La Caracola ([paradorlacaracola.com](http://paradorlacaracola.com)), accessed by boat and invitation only.

