

EXECUTIVE STYLE

Split Image

THERE are two sides to **Raquel Baldelomar**, founder of Century City marketing firm **Quaintise**.

Half Bolivian and half European (her mother's family arrived in North America on the Mayflower), she prefers power dressing for work while choosing a more free-spirited, Bohemian style on the weekends.

"Because I'm in advertising, I have to go to a lot of pitch meetings. I have to go to presentations. I have to speak at conferences," said Baldelomar, 34. "I would say my style for those is very conservative and business professional. For casual, down the street (from my home) on Abbott Kinney are little boutique shops that are more beachy."

Luxury labels such as **Dolce & Gabbana** and **Thierry Mugler** are often paired with her collection of **Jimmy Choo**, **Ivanka Trump** and **Giuseppe Zanotti** shoes. Her outfit of choice for

'When I travel to exotic places, whether it's Bali, Costa Rica, Malaysia, the Amalfi Coast, that's when I like to do my shopping.'

the Business Journal's photo was a **Brooks Brothers** blouse and **Gucci** skirt. And, as a convert to Judaism from Catholicism, she's never without her Star of David necklace.

Baldelomar said Brooks Brothers is also a style staple, a choice that dates to her days working as an analyst for **JP Morgan** in New York.

On weekends, however, she'll ditch her tailored outfits for the modern yet relaxed design of clothing brand **Rag & Bone** and will often throw on her favorite white hat, purchased from **Beach Bunny**, a swimwear store in Beverly Hills.

While she enjoys retail therapy, Baldelomar said among running her company, serving as part-owner of **Luxury Travel** magazine and collaborating on a book due to be published next year, she'll often save the spending for when she's on the road.

"As much as I love to shop, I have to be in a better mind-set," she said. "When I travel to exotic places, whether it's Bali, Costa Rica, Malaysia, the Amalfi Coast, that's when I like to do my shopping."

— *Subrina Hudson*



Mixing It Up: Raquel Baldelomar at her home in Santa Monica.



Beach Bunny floppy hat.
Cost: about \$35.



Star of David charm and gold necklace.
Cost: about \$300.



Ivanka Trump crystal and mesh heel.
Cost: about \$250.



Prada tote bag.
Cost: about \$2,000.

PHOTO BY THOMAS WASPER