



JOSÉ IGNACIO URUGUAY

WHY IT'S WORTHY An Argentinian polo player to your left, a Brazilian rock star to your right, and—wait, is that Shakira? This boho beach town, tucked between two golden stretches of sand, is where South America's glitterati soak up the sun. Take your pick of strands: low-key Playa Mansa, where locals take in the windswept views with *caipiroskas* (a caipirinha made with vodka) in hand, or hipper Playa Brava, where on a good night, the bay sparkles with bioluminescence. **GETTING THERE** Fly into Buenos Aires, then catch a connection to Punta del Este, an hour's drive from José Ignacio. **STAY** The 19 unbelievably chic rooms at Playa Vik are perched on a low bluff, allowing you to spot whales playing offshore. *Doubles from \$750; vikretreats.com.* **PRO TIP** Rental cars can be pricey, so do as the cool couples do and zip around town on a bike instead. —Shane Mitchell



[PACK THE LOOK]

Necklace, Tory Burch; Tory Burch boutiques for similar styles.

Swimsuit, \$380, Flagpole Swim; net-a-porter.com.

Sandals, \$835, Gianvito Rossi; barneys.com.

