



LOOKBOOK 2021/22

# SILHOUETTE<sup>®</sup>

BY HAUS OF BLAYLOCK



Silhouette wraps a woman in style, warmth,  
and functionality - acting as an aesthetic  
alternative to a jacket, purse, and blanket.

Whether you're a woman on the go,  
sashaying through your social life, or you're  
simply looking for that cozy addition to a  
more laid back attire, the patented Silhouette wrap  
transitions effortlessly between life's  
many stages.

**SILHOUETTE<sup>®</sup>**

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*wrap yourself with elegant purpose*

# BRENDA BLAYLOCK



## **EXPERT AT THE HELM WHO LEADS WITH INNOVATION AND PURPOSE**

Founder Brenda Blaylock is a force to be reckoned with. Her impressive resume includes over 25 years of business and entrepreneurship experience culminating in her newest venture - Silhouette by Haus of Blaylock.

As a leader in her industry who has worked with luxury fabrics, customization, and interior design, Brenda understands high-end trends and innovative design.

She is a self-made woman who forged her way through the highly competitive industry and reached the top! But her success hasn't made her disconnected from her passion. With Silhouette, Brenda is ready to bring her vision and mission to the world!

## **DESIGNER | INNOVATOR**



GRAY GATSBY

# VISION

To create a garment that serves to elevate a woman's wardrobe with one signature, timeless piece for every occasion. With a fashion-forward design, functional pockets, and luxury materials, the Silhouette wrap breaks the mold of classic attire and becomes your go-to accessory for style, comfort, and a carryall for your essentials.

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Silhouette is designed to give a woman the confidence and comfort to enter any room and feel ready for what awaits her. Crafted with a devotion to modern femininity, this flawlessly designed classic is as versatile as the women who wear it.

Wrap yourself in luxury, elevate your style, and feel flawless in a garment designed to last a lifetime.

# MISSION



NOIR CLASSIQUE



**JET SETTER**

A woman with long brown hair is sitting on a large, textured, gray blanket. She is wearing a black sleeveless dress with large white and pink floral patterns. She is holding a white smartphone in her right hand, which is resting on the blanket. She is wearing a gold necklace and a ring. The background is a light-colored wall with a window frame.

“ Comforting accessories - wraps to wearable blankets, to snuggly scarves - were omni-present on the runways in February. ”

Rachel Besser  
Market Editor, *Vogue Runway*, 2021

GRAY GATSBY





“ Like a blanket to go,  
offering all the comfort  
of home for a  
re-emergent world. ”

Steff Yotka  
Senior Fashion News Editor, *Vogue Runway*, 2021

**MASQUERADE**



RETRO SUNSET



**GRAY GATSBY**

“ We saw the rise  
of blanket dressing  
as a welcome counter  
to the puffer coats  
and furry jackets  
of late. ”

Steff Yotka  
Senior Fashion News Editor, *Vogue Runway*, 2021



**MIDNIGHT IN PARIS**



“ The blanket trend provides a helpful bridge between the runways and our new reality. ”

Steff Yotka  
Senior Fashion News Editor, *Vogue Runway*, 2021

CLOUD NINE

With one single garment, elevate your entire wardrobe giving you the confidence to choose what you want to wear, feel fabulous, and carry what you need -- with freedom!



**BELLÍSIMA**

# SECURING OUR FUTURE

PATENTED DESIGN





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