



# ARTISTIC / *STYLE*

Style is an art, not just an art, but it is who we are. It is our stamp, our logo. It is our résumé. It's a look that inspires you to feel confident, beautiful, and freaking empowered. Now, I get it, you're probably saying, "What is all this talk about style? What about fashion — are they not the same?" NO, darlings, they are not the same. Again, you will hear me say time and time again that style is who we are. All of us are individually made, uniquely cut from our own fibers of the finest cloth.

I was born in the '70s and grew up in the '80s and '90s eras. I remember Andy Warhol, who was a visual artist, film director, and extremely popular in the pop-art movements, along with Basquiat with his 1980s neo-expressionist movement.

## THE CITY OF ART & STYLE

There have been many fashion designers who have paved the runway with inspiration drawn from art and architecture, such as Yves Saint Laurent, Stephen Sprouse, Coco Chanel, and Phillip Lim, to name a few.

I remember being in New York City when the subways were filled with graffiti art in the most beautiful and artistic styles I have ever seen. Street and glamour, I like to call it.

Another great collaboration was when Louis Vuitton reintroduced Sprouse's original design with a neon twist. Vogue referred to this design as "anti-snob snobbism." (\*Please don't be a snob BTW. It is not a part of style.) So much style created in this era is astonishing to this day.

### QUEEN OF ART & GRAFFITI + ARCHITECTURAL DESIGN

My all-time favorite is Isabelle Gougenheim, who transforms her French heritage into a beautiful collection of vibrant art, from her paintings and architectural inspiration to her creation of classic yet fun, wearable pieces. Her style is one-of-a-kind artisanal genius. Crafted from the finest materials that will last for decades. A collection of styles that will keep you wanting more.



# ISABELLE GOUGENHEIM

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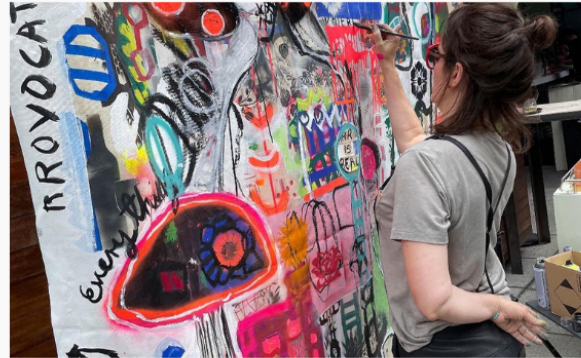
## Artisanal Style with Classic Designs



Wearable Art, Everyday Style

Isabelle's design of the silk and modal scarf, the Rue de Verneuil, is inspired by where the iconic French singer and songwriter Serge Gainsbourg lived for more than 20 years. Located in the heart of Paris's famous 7th arrondissement, Maison Gainsbourg stands out among the city's more well-known landmarks such as the Eiffel Tower and the cathedral of Notre-Dame. Isabelle's talent is extraordinary and I truly admire her artisan designs and her creative style masterpieces.

Isabelle uses only the finest materials to create her designs, such as silk and modal scarves, kimonos, and more. Her style is ever-changing with classic looks from season to season. Elevate your style enveloped in classic silk scarves for everyday looks.



I have a love for creators that can use their artistic talent to craft such amazing pieces that are versatile, unique, and inspirational. Isabelle Gougenheim is a go-to style that is classic and a must-add as a capsule piece to your wardrobe this season.

