

THE LOOP MAG

D E F I N I T I O N



No.7 | OCT/NOV 2022

FALL '22

ART | FASHION | BEAUTY | DINING

ISABELLE

P A R I S



GOUGENHEIM

CHICAGO

on location
WHITE OAK FARMS SC
creative director &
producer
KYRON BRUNSON
photography
KYRON BRUNSON
lead mua/ hair
SHEENA VANDIVER
designer
ISABELLE GOUGENHEIM
models
KEZIA AYAYI &
NICOLE MATHENY



JUST FINE

MODEL
KEZIA AYAYI

Wear Art Thou

ISABELLE GOUGENHEIM

text by Kyrn Brunson

Where is your place of origin?

I grew up in Saint Die Des Vosges, 2 Hrs. from Paris, by train in the east of France. The word "America" originated in St Die.

How long have you been an artist before getting into fashion?

I have been an artist all my life, I did my first mural in high school, and it is still there after all these years. After receiving my master's in Art and Anthropology, I spent six months in the desert of North Africa to explore the Berber culture, after my trip to Africa, I worked for an art gallery in Strasbourg, France. I then moved to the United States to work in the luxury furniture design world. In 2019 I decided to be a full-time artist and fashion designer.

What inspired you to head into the world of fashion?

My mother had a fashion boutique in France. I learned about fashion at a very young age. Being an artist, I wanted to create wearable Art. The scarves were a logical medium to express my Art to Fashion. I will be launching a kimono style shirt jacket in the next few weeks. These colorful wears were inspired by my trip to Japan.

Your style is mesmerizing. Is there an artist or designer in which you feel inspired your art?

In Morocco, I fell in love with the vibrant blue colors used by Yves Saint Laurent and Pierre Berge. In my hometown, I was inspired by the design of architects Le Corbusier and Jean Prouve.

What has been your favorite piece of Art and Merchandise so far in your career, and why?

I am fascinated by Aboriginal Art / Primitive Art. I like the directness and spontaneity of symbols and mark-making.

Do you choose a scarf design according to a piece of artwork you've produced, or do you create your fashion designs individually?

I design my scarves using a combination of; My travels around the world. My relationships with friends, a structure of historical value to me. An adventure I've experienced. My artworks, photographs and bright colors of city Street Art.

I remember, for instance, a time when I was visiting my hometown in France. I took a photograph of an old farmhouse window that had been there for 500 years. I had walked by this farm house since I was a child, but by taking the photograph--at that exact moment--inspired me to design a scarf that reminded me of love and home. I placed the photograph in one of my scarf designs, and that scarf is still one of my best-selling pieces today.

Have you ever had a piece of art you couldn't part with?

No, I don't get attached to my art. Each and every piece of my artwork is made to be shared.

What has been your best seller?

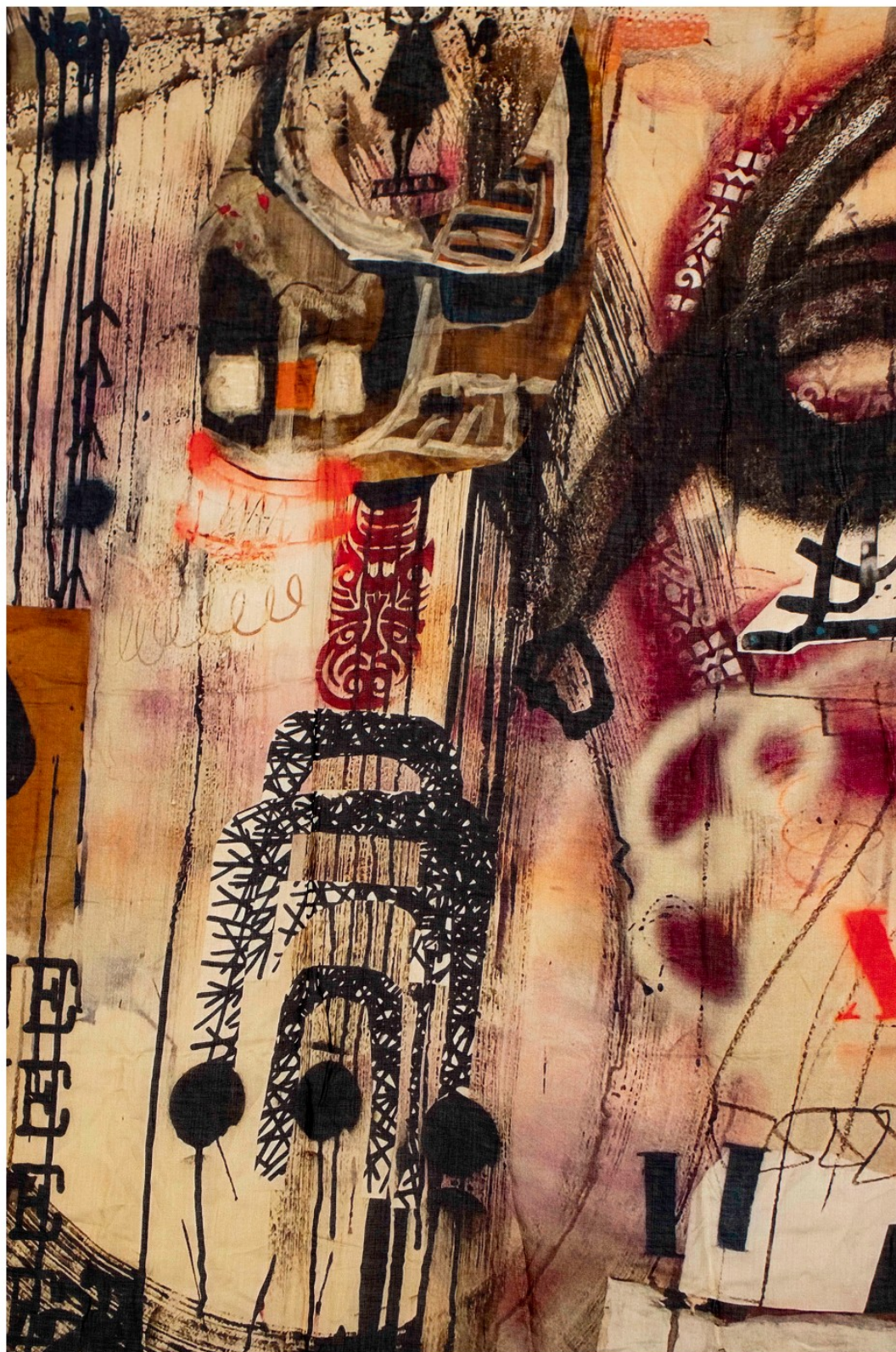
My best sellers are 'Lisboa', 'La Vie en Rose', and the newest one, 'The Dancing Queen', the one you photographed in your photo shoot. These scarves are all very different, but each of my scarves speaks directly to the Individual.



MODEL
KEZIA AYAYI
IN | LE MONDE
MIXED MEDIA ON
PAPER.
MWL 4U COLLECTION
HOOPLA EARRINGS



MODEL
NICOLE MATHENY
IN | INSIGHT - PINK



FABRIC: 85% MODAL X 15% SILK

JUST FINE 51"X51"

ISABELLEGOUGENHEIMDESIGNS.COM

