

INTERNET

Carolina Herrera gets back to roots with MyTheresa capsule

May 10, 2016



Carolina Herrera capsule for MyTheresa

By STAFF REPORTS

Fashion label Carolina Herrera is partnering with Neiman Marcus Group's MyTheresa for a trip through its archives.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

The brand has developed an exclusive capsule collection for the online retailer that modernizes styles from the eponymous designer's first runway show in 1981. As the label turns 35, looking back on its beginnings will give consumers a physical means to connect to its heritage.

Looking back

Carolina Herrera's capsule includes pieces such as an asymmetrical gold lam gown, a military jacket and matching skirt in maroon velvet and a zebra print shirtdress. Rounding out the collection are accessories such as ruby and onyx jewelry, a crystal-embellished headband and jeweled sneakers made by Eytys.

To introduce the capsule, MyTheresa tapped Danny Sagra to create a short film. The video, titled "Something Unpredictable," depicts a fictitious fashion shoot.

The star model wants to wrap for the day, saying she is hungry, but her handlers say she still has other appointments ahead.

As the scene changes, two identical Range Rovers are shown driving side by side, and as a window rolls down in one, the viewer sees the model riding in the back seat. A woman who could be her twin slips into the passenger seat of the other vehicle.

This is not her only doppelganger, however, as she arrives at a house to be greeted by a posse of similarly dressed identical ladies, who all greet her in unison.

Carolina Herrera may be celebrating her own milestone, but the fashion industry is also honoring her 35-year legacy.

The designer is racking up awards for her outstanding contributions to fashion, culture and design throughout the course of her life and career.

The Savannah College of Art and Design in Georgia will present Ms. Herrera with the university's toile Award on May 20, in a ceremony that is free and open to the public. Separately, retailer Neiman Marcus has also selected Ms. Herrera as the recipient of this year's Neiman Marcus Award for Distinguished Service in the Field of Fashion, an

award honoring those who have made an impact in the fashion industry ([see story](#)).

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.