

RETAIL

Landmark champions personal style in Iris Apfel exhibit

May 12, 2017



Iris Apfel at Landmark

By STAFF REPORTS

Hong Kong shopping center Landmark is paying tribute to the individuality of style icon Iris Apfel in a public exhibit.

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

From May 12-21, the Landmark Atrium is home to a display of pieces from the 95-year-old personality's colorful, bold wardrobe. A popular collaborator in the luxury industry, Ms. Apfel has worked with everyone from home retailer Pirch to watchmaker Tag Heuer.

Dressing up

Ms. Apfel's exhibit is part of Landmark's "A Year of Wisdom" initiative. The nonagenarian made an appearance in Hong Kong to share some of her insights with younger generations, encouraging them to be themselves.

On May 11, Ms. Apfel participated in a panel discussion at Landmark's Atrium, an event that gathered a crowd of journalists, VIPs and the public. The forum discussed whether individuality still exists today.

A second speaking engagement followed on May 12 with the Fashion Farm Foundation, as the personality along with other panelists spoke to fashion designers and fashion students about the business of fashion as well as finding yourself.

Up from May 12, Landmark's exhibit features eight outfits curated by Ms. Apfel. Among the pieces on display is a Krizia jacket from the 1980s, which has a series of bows running from the neckline down the sleeve.



Iris Apfel exhibit at Landmark

Ms. Apfel also chose to display a peacock feather dress by Dolce & Gabbana.

Taking inspiration from her style, the display also showcases looks that fit within Ms. Apfel's aesthetic from current collections of Landmark retailers, including Harvey Nichols and Diane von Furstenberg.

Known for her oversize round glasses, Landmark teamed up with Ms. Apfel on a co-designed style of sunglasses. The subject of the display also worked with up-and-coming local designers on accessories that reflect her over-the-top style, which will retail alongside the glasses in the Landmark Atrium.

During New York Fashion Week last September, Ms. Apfel acted as Tag Heuer's ambassador, sitting front row at Monse's spring/summer 2017 show wearing the brand's Link Ladies watch. Ms. Apfel was a departure from the brand's typical faces from the sports and entertainment worlds ([see story](#)).

© 2020 Napean LLC. All rights reserved.

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