

TRAVEL AND HOSPITALITY

## Rosewood taps Zac Posen as Dallas curator

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*Zac Posen is the latest Rosewood Curator. Image credit: Rosewood Hotels & Resorts*

By STAFF REPORTS

Rosewood Hotels & Resorts is leveraging designer Zac Posen's jet-setting expertise by naming him the curator of its Dallas property.

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For Rosewood Mansion on Turtle Creek, the designer is sharing his tips on travel and visiting Dallas in a digital editorial feature. Beyond holding an affinity for Dallas, the Rosewood property holds a significance for the designer, as it was the venue for his first trunk show 15 years ago.

### **Destination: Dallas**

Mr. Posen launched his namesake fashion label in 2001 when he was 21. Since then, his dresses have become red carpet regulars, worn by famous faces including First Lady Michelle Obama and Gwyneth Paltrow.

Along with his work for the Zac Posen label, the designer has also been creative director of Brooks Brothers since 2014. He has also gained name recognition as one of the judges on Lifetime's design competition show "Project Runway."

In an interview with Rosewood, Mr. Posen shares his affinity for museums, his love of rodeos and his take on Dallas women's style. A companion film shows the designer in conversation with entertaining expert Kimberly Schlegel Whitman, herself a curator for the chain.

"Dallas has an incredibly distinct style," Mr. Posen said in a statement. "From the inherent graciousness of the locals to the powerful spectacle of the rodeo and the sophisticated energy of the ever-changing art scene, Dallas is bold, elegant and vibrant."

"The city's powerhouse style and vibrant culture is a constant source of inspiration, and keeps me coming back again and again."

### *Rosewood Conversations with Zac Posen*

The Rosewood Curator campaign has been running since 2013, with other fashion influencers including Iris Apfel, fashion editor Anna dello Russo and newly named editor in chief of Elle magazine, Nina Garcia, who is one of Mr.

Posen's fellow judges on Project Runway.

Beyond its Rosewood Curators, the group is further establishing its authority on all things travel with an assortment of in-the-know influencers via a new content hub.

"Rosewood Conversations" is an online destination aimed to create a community for those interested in luxury travel. The content hub will feature weekly features from celebrities and experts ([see story](#)).

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