

APPAREL AND ACCESSORIES

Calvin Klein given unparalleled access to Andy Warhol's art through 2020

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Calvin Klein 205W39NYC spring 2018 included Andy Warhol's screen prints. Image credit: Calvin Klein, photo by Willy Vanderperre

By STAFF REPORTS

U.S. fashion label Calvin Klein has been granted unprecedented access to Andy Warhol's archives through a multi-year partnership with the late artist's foundation.

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PVH Corp.-owned Calvin Klein has entered a partnership with The Andy Warhol Foundation for the Visual Arts, which will see the fashion brand financially support Mr. Warhol's namesake organization's endowment. The Andy Warhol Foundation uses its endowment to distribute grants to support the creation, presentation and documentation of contemporary visual art.

Shared ideology

As a financial backer of The Andy Warhol Foundation, Calvin Klein will be granted unprecedented access to Mr. Warhol's work, including never published pieces.

The global partnership will be effective through 2020 and also includes licensing projects across Calvin Klein's various business lines and future activations within its brand portfolio.

"I am proud that through this licensing agreement with The Andy Warhol Foundation for the Visual Arts, Calvin Klein will be continuing its longstanding commitment to the celebration of American artists and their prolific work," said Steve Shiffman, CEO of Calvin Klein, in a statement. "I look forward to the global rollout of this partnership across multiple levels of the Calvin Klein consumer experience."

Calvin Klein's first iteration of the partnership with The Andy Warhol Foundation was unveiled in September, during chief creative officer Raf Simons spring 2018 Calvin Klein 205W39NYC runway presentation.

Mr. Simons' collection includes a selection of Mr. Warhol's art incorporated into the fashions via screen printing. Both Mr. Simons' collection and Mr. Warhol's art draw inspiration from cinema, "the dream factory of Hollywood and its depictions of both an American nightmare and the all-powerful American dream."

Calvin Klein's spring 2018 collection includes Mr. Warhol's "Sandra Brant" and "Dennis Hopper" portraits, both from 1971, as well as "Knives," "Electric Chair" and "Ambulance Disaster."



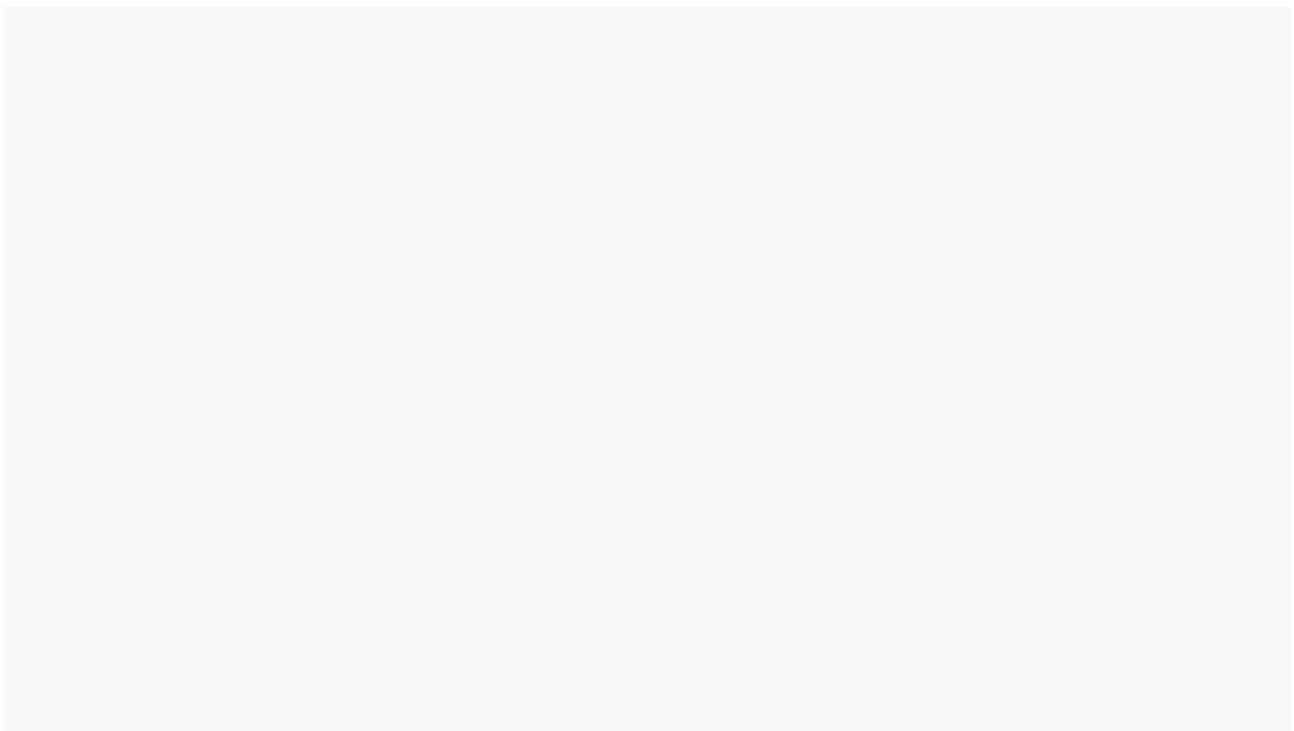
Calvin Klein 205W39NYC spring 2018, dress featuring Andy Warhol's "Knives." Image credit: Calvin Klein, photo by Willy Vanderperre

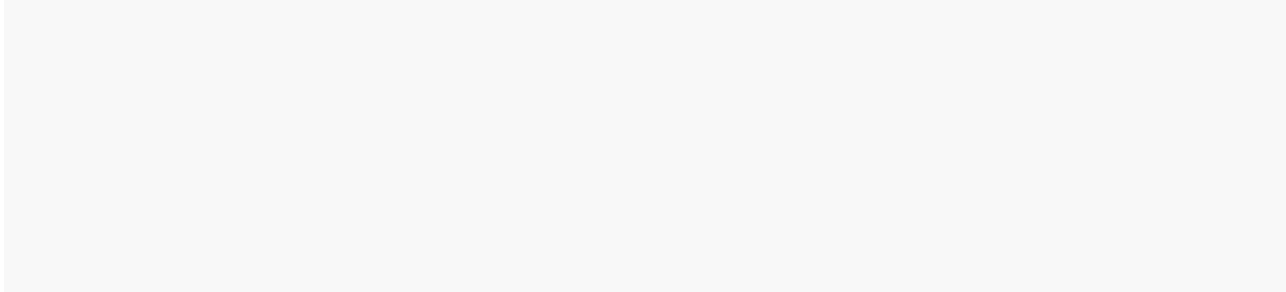
Since taking the helm of Calvin Klein after stepping down at Dior, Mr. Simons has been exploring Americana from an outsider's perspective ([see story](#)).

"I've come to realize that Warhol's genius goes much deeper than cheerful Campbell's Soup paintings," Mr. Simons said in a statement. "He captured all sides of the American experience, including sometimes its darker sides. Warhol's art tells more truths about this country than you can find almost anywhere else."

Mr. Warhol's career is linked to fashion as well. The artist started his career drawing witty illustrations of footwear for *Vogue* and *Harper's Bazaar*.

Also, Mr. Warhol befriended a generation of New York fashion designers, including Mr. Klein himself. Similar to Mr. Warhol, Mr. Klein sought to capture "a new, truly American essence in his creations."





In exploring America, Chief Creative Officer Raf Simons found Pop master Andy Warhol, whose work has helped define both the contemporary identity of American culture, and also the world's perceptions of it. In a unique, ongoing collaboration with The Andy Warhol Foundation for the Visual Arts, the Spring 2018 CALVIN KLEIN #205W39NYC collection incorporates a selection of Warhol art works as placement screenprints. Andy Warhol: Andy Warhol and American Flag, 1983 The Andy Warhol Foundation.

A post shared by CALVIN KLEIN (@calvinklein) on Nov 28, 2017 at 8:59am PST

"Warhol's legacy is not limited to the tremendous influence of his timeless concepts but also through the work of the foundation he established, which has become one of the pre-eminent funders of contemporary art having distributed more than \$275 million in grants since inception," said Michael Dayton Hermann, director of licensing at the Warhol Foundation, in a statement.

"We are proud that Raf's visionary work at Calvin Klein will unabashedly embrace all facets of Warhol's work and generously contribute to the foundation's endowment," he said.

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