

APPAREL AND ACCESSORIES

Carolina Herrera to present final runway collection Feb. 12

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Carolina Herrera's final presentation will be for fall 2018. Image credit: Carolina Herrera

By STAFF REPORTS

U.S. apparel and accessories label Carolina Herrera has announced that its upcoming New York Fashion Week presentation will be the last designed by its namesake designer.

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Ms. Herrera has been the head of her fashion house for nearly 40 years, but will not be exiting the brand she built completely. After she takes her final bow on Monday, Feb. 12, Ms. Herrera will become the self-appointed global brand ambassador of Carolina Herrera, while Wes Gordon will takeover as creative director.

The Carolina effect

Per an interview with Vanessa Friedman, fashion director and chief fashion critic at The New York Times, Ms. Herrera insisted that she is not retiring from her brand, but rather beginning a new chapter as global brand ambassador.

"She is going to leverage her living legend status – what Emilie Rubinfeld, the president of the brand, calls the Carolina effect' – to the benefit of her company," Ms. Friedman wrote.

Once Ms. Herrera steps down as creative director, Mr. Gordon will take the helm of the Carolina Herrera brand. The 31-year-old Mr. Gordon has spent about a year behind-the-scenes as Ms. Herrera's creative consultant, which has prepared him to lead the brand.

Mr. Gordon is a graduate of Central St. Martins in London and had launched a namesake line of women's wear that was carried in department stores such as Harrods, Saks and Bergdorf Goodman. The label has since been shuttered.

Carolina Herrera's first collection under Mr. Gordon will be resort 2019.



Carolina Herrera spring 2018. Image credit: Carolina Herrera

In a statement, Ms. Herrera said, "I am thrilled with the evolution of the company over the past 37 years our success has been tremendous and a true dream.

"There is still so much opportunity and I look forward to continuing to represent this house and our projects all around the world," she said. "I am so pleased Wes is now part of the Herrera house – he's the right one for this position to further build on our great momentum."

In 2016, Ms. Herrera racked up awards for her outstanding contributions to fashion, culture and design throughout the course of her life and 35-year career.

The Savannah College of Art and Design in Georgia presented Ms. Herrera with the university's toile Award, in a ceremony that was free and open to the public. Separately, retailer Neiman Marcus selected Ms. Herrera as the recipient of the 2016 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](#)).

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