

MEDIA/PUBLISHING

Fashion designer Prabal Gurung throws the book

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Prabal Gurung surrounded by models. Image credit: Prabal Gurung

By STAFF REPORTS

Fashion designer Prabal Gurung, known for manufacturing locally in New York and supporting educational causes in his country of birth, has published a coffee table book spelling out his philosophy, designs and key moments in his career.

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The hardcover book, titled simply *Prabal Gurung*, is a lush retrospective of his house since its founding in 2009, a decade after he arrived from Nepal to study at the New School's Parsons School of Design. Harry Abrams is publisher.

"In a short but labor-intensive and diligent ten years, Prabal has accomplished what so many young and emerging designers yearn for," said actor Sarah Jessica Parker in the foreword to the book.

"A reputation wrapped in goodwill, great affection, and endless admiration from colleagues, fellow designers, and his customers He has created not just any brand, but a luxury brand with a soul," she said.

Mr. Gurung joins a line of fashion designers penning their own tomes or paying others to render homage to them and their work.



Prabal Gurung book

And yet not by the book

After training under designers Donna Karan, Cynthia Rowley and Bill Blass, Mr. Gurung open his own atelier in February 2009 in the midst of the Great Recession and against the advice of all in his circle. They could not have foreseen what happened next.

From his humble digs a studio apartment in the East Village that doubled as his showroom Mr. Gurung went on dress former First Lady Michelle Obama, Oprah Winfrey, Hailey Steinfeld and Diane Kruger.

Mr. Gurung makes his clothes in New York's Garment District and employs artisans in Nepal as well.

Per his interpretation, the Prabal Gurung woman is modern, intelligent, assured and socially responsible.

Celebrating diversity, the book is chock-a-block with stories on his most iconic dresses, inspiration, mood boards, sketches, runway shorts and photographs seen for the first time in public.

Priced at \$75, the book also includes a conversation between Hanya Yanagihara, editor of *T: The New York Times Style Magazine*.

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