

APPAREL AND ACCESSORIES

## Halston enters sleepwear segment with Australian brand Homebodii

December 5, 2022



*Halston x Homebodii cam set in white, one of the 10 pieces from the collaboration. Image credit: Halston*

---

By MARYBETH CONNAUGHTON

Entering the sleepwear market, U.S. fashion brand Halston is releasing a 10-piece loungewear collection for the holiday season in collaboration with Australia's Homebodii.

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

The designs recall the minimalist elegance of Halston's designs, and the disco glamour of the decade in which the brand dominated.

"We at Halston were excited to partner with Homebodii, a brand that shares our love for quality and comfort, creating collections filled with beautiful, glamorous pieces that celebrate women and how they live their lives today," said Ken Downing, creative director of Halston.

First launched in 1969 by late U.S. fashion designer Roy Halston Frowick, the brand currently is a division of New York-based media and consumer products company Xcel.



*Halston x Homebodii Bianca long satin cowl slip in navy, from the collection. Image credit: Halston*

### Night off

Launching a sleepwear collection is something of a full-circle moment for **Halston**, given its namesake famously dressed celebrities who danced the night away in the city that never sleeps.

"After nearly three years of COVID-impacted behavior, sleepwear and loungewear are more deeply integrated into our lifestyles," said Marie Driscoll, managing director for fashion and luxury retail at Coresight Research, New York.

"Luxury sleepwear, from comfort to sexy, is a non-cannibalistic opportunity for fashion dressy brands like Halston."

Mr. Halston originally gained notoriety for designing the now-iconic pillbox hat worn by Jacqueline Kennedy while attending the 1961 presidential inauguration of her husband, John F. Kennedy.

The designer's most enduring legacy is the work he created in the 1970s, pioneering the use of cashmere and Ultrasuede. His outfits were frequently worn by people who frequented discotheques, the most famous of which was New York's Studio 54.

Halston couture was favored by celebrities of the era, such as entertainer Liza Minnelli and Bianca Jagger, then wife of Mick Jagger, lead singer of British rock band The Rolling Stones. They wore what would become signature Halston looks, most notably the plunging halter neck, as well as flowing pleated jersey dresses.

Actress Anjelica Huston was a friend of the designer and prominent among the designer's entourage of muses, who came to be known as the Halstonettes.'

Throughout his work, Mr. Halston focused on minimalism giving women a balance of elegance and comfort, creating clothes that moved easily so as to keep up with their lifestyle.

### Under down

Founded in 2012, **Homebodii** seeks to provide its female clientele with a similar effortless chic, one inspired by the natural beauty surrounding Australia's Gold Coast.

Homeboddi began with a line of bridal robes, one of which, the Farrah,' remains the most popular robe on social media site Pinterest, accumulating more than 2 million pins.'

This collaborative collection, which ranges in size from XXS-XXL, with price points ranging from \$89.99 to \$189, are also named after different women, presumably some of those Halstonettes.

The Bianca named obviously for Ms. Jagger is a floor-length navy satin slip with a cowl neck. The Cleveland,' a

knee-length satin robe in eggshell blue, might be named for Halstonette Patricia Cleveland, one of the first prominent Black models, who braved discrimination to pave the way for others after her.

Alternatively, four pajama sets fall under the name 'Patricia,' all made of satin and colored eggshell blue.

The white satin fringed robe is named Priscilla. The satin cami sets in white and navy, and the long bias cut slips in the same colors are called 'Houston,' though not a direct allusion to actress given the different spelling, but suggesting a running theme.

The collection will be available on [Halston's website](#), as well as at select Australian retailers including David Jones, an upmarket department store founded in Sydney in 1838.

It is the first collaboration for the brand since welcoming its new creative chief, Mr. Downing.

A graduate of the Fashion Institute of Technology, Mr. Downing previously spent nearly 30 years as the senior vice president and fashion director at Neiman Marcus, and more recently as the chief business officer of HLC Ecommerce at U.S. media giant Hearst Corporation.

Mr. Downing's christening of the sleepwear indicates the new direction at Halston.

Take the 'Jerry,' a satin palazzo pant jumpsuit. Mr. Downing has commented that this piece could be just as easily worn on a big night out as on a quiet night in, suggesting that the disco glamour has been roused from its slumber.

"[F]rom the very beginning with Halston's model and muse Elsa Peretti creating jewelry, handbags, belts and, ultimately, the famous fragrance bottle to Andy Warhol creating prints for Halston's collections ... [t]he collaborative spirit of bringing artists into the fold is part of our heritage and will continue to be part of Halston today and into the future," Mr. Downing said.

Also, a collaboration is a great way to test brand elasticity.

"The Halston brand has not been front and center for decades," Ms. Driscoll said. "Ken Downing has the vision along with Halston's owner, Xcel Brands, to put Halston forward as part of today's fashion shoppers' consideration set."