

APPAREL AND ACCESSORIES

Carolina Herrera boosts book inspired by four years of design

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Out on Sept. 5, 2023, the print piece is the brainchild of the brand's creative director, Wes Gordon. Image credit: Carolina Herrera

By LUXURY DAILY NEWS SERVICE

U.S. apparel and accessories label **Carolina Herrera** is revealing a new artistic project.

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Teaming up with Russian photographer Elizaveta Porodina, the brand is releasing a book with Italian book publisher Rizzoli that explores four years of house collections. Out on Sept. 5, 2023, "Colormaniam: Color and Fashion" is the brainchild of Carolina Herrera creative director Wes Gordon, and features a foreword by editor in chief of *British Vogue* Edward Enninful.

"The entire philosophy at Carolina Herrera is to embrace color, beauty, and *alegra de vivir*," said Mr. Gordon, in a statement.

"Elizaveta photographs in a very distinct painterly style, whereby she swaths color like a painter brushes color on a canvas."

Modeling movement

After four years of collaboration between Ms. Porodina and the label, the Moscow-born photographer has captured an array of examples signaling fashion's relationship to color, movement, dance, music and beauty.

The resulting images are paint-like in nature, inspired by Carolina Herrera's clients and inclusive of collections designed by Mr. Gordon.

Bright hues and representations of femininity come together for the volume, creating a new chapter of a series that began in 2020.

Creative Director **@WesGordon** has collaborated with photographer **@ElizavetaPorodina** on the book "COLORMANIA: Color and Fashion", in partnership with **@Rizzolibooks**, set to be released on Sept. 5th.

Get notified on when **#COLORMANIA** arrives by signing up on <https://t.co/qJ3bScGDCZ>

pic.twitter.com/WZXU9AHGMO

Carolina Herrera (@HouseofHerrera) [August 3, 2023](#)

Images are backed by models and dancers donning branded apparel, showcasing energy through bodily expressions.

Saturated colors, otherworldly ballgowns and bold silhouettes span ten of Mr. Gordon's collections, all of which are shown off by famous faces in "Colormania."

American singer Dove Cameron, American ballerina Wendy Wheelan and American model Maggie Maurer are just a few of those involved.

The clothing itself is arranged in the book according to the color wheel, rather than by the date of design.

Upon release, the [book](#) will be available for \$85.

Other luxury maisons have been turning to print to explore their own brand identities, from French fashion house Louis Vuitton ([see story](#)) to British fashion house Burberry ([see story](#)).

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