LOOKBOOK

GODMOTHER *of* FASHION

by *Fern Mallis*



THE BRIEF

Fern *Mallis*

Fern Mallis created modern New York Fashion Week and has spent decades championing designers through her Fashion Icons conversations. The industry named her the Godmother of Fashion.

This collection carries that name in gold on black. Simple, confident pieces, made to be worn every day.



LOOK 01

The Sweatshirt

— *Black*

Black crewneck sweatshirt, the name in gold across the chest.

$125



ALSO IN WHITE

LOOK 02

The Sweatshirt —

White

White crewneck sweatshirt, the name in black across the chest.

$125



ALSO IN BLACK





LOOK 03

The T-Shirt

— *Black*

Black T-shirt, the name in gold across the chest.

$95



IN WHITE



LOOK 04

The T-Shirt —

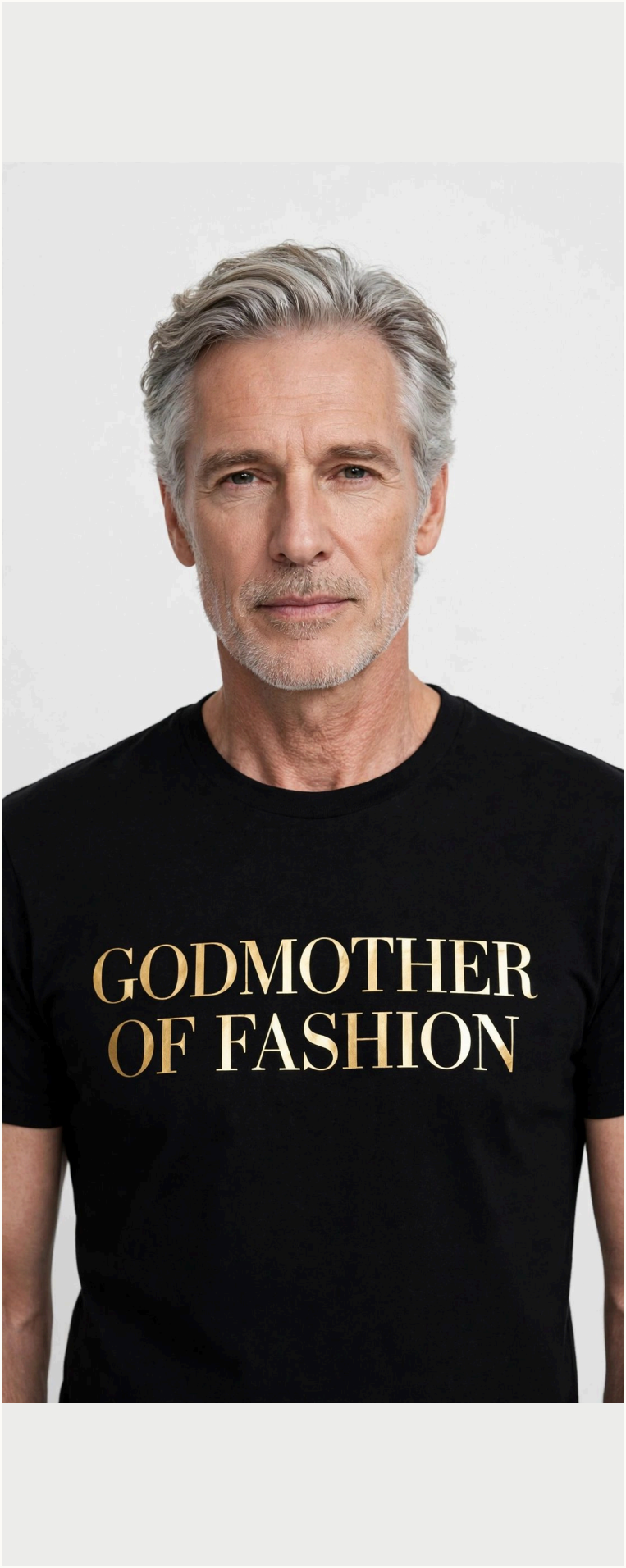
White

White T-shirt, the name in black across the chest.

$95



IN BLACK







LOOK 05

The T-Shirt — *For Him*

The same T-shirt, worn two ways - in black, and in white.

$95



LOOK 06

The Beanie — *Black*

Black knit beanie with a small gold detail.

$60



LOOK 07

The **Beanie** — *Black and Red*

Black and red knit beanie with a small gold detail.

$60

LOOK 08

The Scarf

Silk scarf, the name along the border - in black and gold, and in black and red.

$75



BLACK AND RED







LOOK 09

The Baseball Hat

Black baseball cap, the name across the front - in gold, and in white.

$35





LOOK 10

The Keychain

Keychain with the name on the charm - in gold, and in silver.

$25



THE FINALE

The Collection

All eight pieces, together.