Isabelle Gougenheim designs

PRESS RELEASE

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SCARVES AS WEARABLE ART – ISABELLE GOUGENHEIM DESIGNS' FIRST COLLECTION LAUNCHED

A French designer living in Chicago, **Isabelle Gougenheim's** work is inspired by the soul of the city streets. Each scarf is a canvas with a travel story; a marriage fuelled by her passion for art and innate love of scarves.

Growing up in France, the fashion capital of the world, Isabelle Gougenheim uses scarves as an authentic medium to express her creativity and passion. Her sketches are transformed into wearable art scarves when printed on luxuriously soft silk and modal fabric in Italy.

By merging abstractionism with real imagery, Gougenheim creates eye-catching scarves with electric colors and images – free-spirited creations, inspired by street photography and graffiti, that will transport the viewer to faraway places.

The Grand Carré Scarf by Isabelle Gougenheim Designs is both multi-faceted and multi-functional, allowing creation and exploration. An eclectic accessory by nature, the shape of the scarves is more than meets the eye, as the square-54-inch textile effortlessly ties into a belt or wraps like a headband.

"The scarves accentuate any outfit for any occasion", she says. "It's true that there are the epitome of the classic chic Parisian style. But the abstract designs are an all-knowing nod to how we live now. They are imbued with contemporary forward-thinking approaches to life. I like to create things that are original and that surprise myself".

The colourful and whimsical scarves have already been adopted by the city of Chicago and will be featured along with 100+ of Chicago's finest artisans in food, fashion, home goods + art to the Chicago Artisan Fair, a prestigious event organized by StyleChicago.com.

Major accomplishment for the French-American artist, an Isabelle Gougenheim Designs' scarf was featured in the latest Samsung Switzerland campaign. The brand was also featured on prestigious TV channels such as Fox and WGN9 and luxury magazines such as Modern Luxury CS.