



Press release

Isabelle Gougenheim Designs releases new 2020 scarf collection

After the success of her first collection that won the NY NOW Best New Accessory 2019 Award, Isabelle Gougenheim Designs launches her new 2020 collection of designer art scarves.

CHICAGO, Feb. 18 2020 – Employing the world as her muse and a blank scarf as her canvas, French-American artist **Isabelle Gougenheim** blends her passion for art and innate love for scarves into wearable masterpieces.

After sketching her designs – which she explains are “inspired by the souls of the city streets” – Gougenheim prints these urban poems on a luxurious and airy modal-silk fabric. 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.

“Scarves accentuate any outfit for any occasion”, says Gougenheim. From HJ Paris to Promenade and Interlude, the new Isabelle Gougenheim Designs collection further explores colors and patterns combinations and creates unique eye-catching designs inspired by street photography and graffiti, that transport the viewer to faraway places.

Carried in museum gift shops from her native France to the most prestigious boutiques and art museums, the accessory is perfect for livening up your travel uniform or any other outfit that misses just the right touch of colors.