

GABRIELA HEARST LAUNCHES 'RETRO FIT' INSTALLATION AS PART OF SELFRIDGES' PROJECT EARTH



October 5th, 2020 – Gabriela Hearst launches an exclusive capsule collection 'Retro Fit' with an installation in the iconic 2nd floor Atrium of Selfridges London, as part of their ongoing sustainability initiative; Project Earth.

ABOUT RETRO FIT

Gabriela Hearst's retrofit capsule collection for Selfridges has been created with the brand principles of timelessness, uncompromising quality and sustainability in mind. Existing garments made with impeccable construction and uncompromising noble materials, have been modified with artisanal details to create new and beautifully adapted pieces.

The brand's signature blanket stitching has been added by hand to cashmere wraps and skirts. Linen silk dresses are dip dyed by hand in navy, knitted turtleneck gowns are tailored into tunics, and a reversible puffer jacket is updated to include the Hearst crest.

Included in the capsule is a limited edition 'retro fit' handbag named 'Ana' created from existing bags. Only 7 will be available in navy, bordeaux and combinations of black/ ivory, navy/ ivory, navy/ bordeaux, and bordeaux/ cognac/ and navy. The nappa leather bucket bag features an adjustable cross body strap, drawstring bag, and leather handle.

Gabriela Hearst worked with De la Espada furniture to create a sustainable installation space in the 2nd floor atrium which will showcase the capsule collection and handbag. De La Espada furniture can also be found in the Madison Avenue flagship store and at the brand's Mayfair boutique in London.

The De La Espada furniture featured was previously used for exhibitions and photoshoots, eliminating the need to craft new pieces for the display. All of the products are crafted from premium sustainable hardwood bonded with traditional joinery and wood glue, and hand finished with natural oil and wax. Upholstered products are luxurious fabrics carefully chosen for their tactility and enduring performance. Built to last a lifetime, each product reflects rigorous engineering, the vision of a leading designer, the hand of a master crafts person and the enduring beauty of robust natural materials. The selection includes designs by British industrial designer Matthew Hilton, Shanghai-based architecture and design studio Neri&Hu, and Istanbul-based studio Autoban.

Also featured in the space is a Sahrai Milano 'Moonstone' rug. A stunning Rug in 100% natural silk with a relief texture. This piece is handknotted by our talented artisans in our Atelier using state of art sustainable methods.

Artist Jessica Yolanda Kaye's acrylic on French fine linen art work 'Somewhere Else' will also be featured in the space on loan.

"It's such an honor to participate in Project Earth, because doing a retrofit collection was a dream of ours for a few years and to be able to have this platform to manifest it is really a dream and also it's extremely exciting that Selfridges is using their platform to promote the biggest crisis we are facing as a species which is the environmental crisis." - **Gabriela Hearst**

"We are so thrilled to be welcoming Gabriela Hearst into the atrium as part of our sustainability initiative, Project Earth. Sustainability has been a core part of the brand since it launched in 2015. Gabriela brings to life timeless, effortless, luxurious collections for strong women, the rich textures, neutral palettes, and beautiful lines are elevated yet easy to incorporate into everyday life." - **Head of Womenswear at Selfridges, Jeannie Lee**

ABOUT GABRIELA HEARST

Gabriela honored her family's heritage through the launch of her eponymous label in Fall 2015 after taking over the operations of her father's ranch in Uruguay. She wanted to create a brand that reflects a slower pace and process: where things are made with care and detail, where tradition is more important than trend, where there is a purpose to every piece. Gabriela's commitment is to make a strong and modern collection without compromising her ethics and key values, taking into consideration where materials come from and who is making them: luxury with a conscience, or in other words, "honest luxury". In 2018, Gabriela was appointed to the board of trustees of Save the Children. The Gabriela Hearst Flagship store on Madison Avenue in New York opened in November 2018, the London store on Brook street opened August 2019. Gabriela Hearst is the 2020 winner of the CFDA Womenswear Designer of the Year.

ABOUT DE LA ESPADA

De La Espada furniture is where the creativity of some of the world's leading designers meets the highest level of European craftsmanship. Our solar-powered factory in Portugal is at the heart of our business. Specialising in solid wood, our expert craftspeople combine advanced technology with handcraft to create truly unique, meaningful objects in premium sustainable timber. Each product is meticulously detailed and engineered to last a lifetime. De La Espada work closely with carefully selected international design partners. The De La Espada product range reflects the diversity of the collaborators as well as a unifying approach to materiality, craft, functionality, and longevity. From the designer to the crafts person, there is pride in work well done, in rising to challenges and getting every detail right. De La Espada products are imbued with warmth and meaning brought by the hands that bear them.

ABOUT PROJECT EARTH

Selfridges new sustainable initiative Project Earth is a commitment to change the way they shop by 2025.

Through project earth, Selfridges have committed to:

- **Materials** – Ensure the most environmentally impactful materials used throughout the business come from certified, sustainable sources by 2025
- **Models** – Pioneer new retail models and experiences, making Selfridges synonymous with circularity, including repair, resell, refill and rental
- **Mindsets** – Put longevity, creativity and sustainability at the heart of the business, and engage with teams, partners and customers to effect change

For further information and images please contact:

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