

PRESS RELEASE

Return to the Hermitage

A collection by Kobi Halperin

Inspired by the designs of Erté

Launching exclusively at Neiman Marcus this Fall

"I have always been inspired by Erté and particularly by his drawings. Although they are 2 dimensional, they have a lot of depth and movement in them. There is an effortless and femininity in his work that I feel matches my own." - Kobi Halperin




KOBİ HALPERIN

Two designers divided by time but joined by their artistry, bring us a new collection that is a powerful celebration of women and an ode to the transformative possibilities of fashion. In the art of Erté (Romain de Tiroff) Kobi Halperin found a touchstone for his own creative journey, the result of which is a marriage of two minds in a collection for modern women who both command and deserve your gaze.

In the summer of 2016 Kobi travelled to St. Petersburg, Russia to visit the Hermitage Museum to view a collection of over 100 original designs by Erté in an historic exhibition for its native son. Though born and raised in St.Petersburg Romain de Tiroff left in 1910 never to return and never to have his works shown in his homeland during his lifetime. The opulent city and iconic display struck a chord with Kobi, himself of Eastern European decent and whose designs, like Erté's mirrored the exoticism of the surroundings. From the minute detail of the embroidery, to the jewel tones, fur trims and architectural elements, these nuances in the designs of the two men were informed by the rich history of their birthplace - a melting pot for culture from the neighboring lands of Asia, Africa and the West.

Erté x Kobi Halperin is a capsule collection for the modern woman though the artistic roots are timeless. Blouses with fluted-sleeves, hints of flesh revealed by cut-away shoulders, plush velvets, butterfly broaches and bejeweled necklines feature, but perhaps the most explicit reference to the 'Father of Art Deco' is the intricate lacework and scalloped edged embroidery. Erté, who created fashion designs from the age of 6 through to his death at the age of 97, was a firm believer in fashion as a means of elevating the body and using the adornment of form to project power and sensuality. A dancer in his youth, he understood the movement of fabric and applied this to his designs so that they were not only visually extraordinary but most important of all wearable. Kobi designs with the same principles, as seen in his command of fabric and line in a collection that feels relentlessly elegant and yet accessible. In short it is fantasy come to life.

The relationship between the work of Erté and Kobi is not merely a "return " but a rebirth of the creative spirit of an artistic legend in modern form.

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Erté is often referred to as the Father of Art Deco. Over some eight decades he created a remarkable body of work which continues to shape contemporary culture. In recent years Erté's work has been cited as the influence for two fashion lines by Gucci, part of an advertising campaign for the Metropolitan Museum of Art, and was most recently the subject and inspiration for one of Saks Fifth Avenue New York City 2014 Holiday windows. A lifetime of international success and recognition has ensured this unique artist's place in the

annals of art history, and his original designs grace the permanent collections of prestigious museums throughout the world including New York's Metropolitan Museum of Art, Los Angeles Museum of Contemporary Art, the Smithsonian Institution and London's Victoria & Albert Museum. (Victoire, 1919)

Erté was famous for the covers he produced for Harper's Bazaar during his 22 year tenure, three samples of which were projected onto the Empire State Building in celebration of the 150th anniversary of the magazine. He also produced elaborate designs for costumes and stage sets for opera and revue as well as designing, furniture, jewelry, perfume bottles, accessories and much more. *The Alphabet* based on the human form, a celebration of theatre and dance which was 40 years in creation, is the most famous work of the artist.

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Born and raised in Israel, Kobi studied and received his B.F.A from Shenkar College of Engineering and Design. Upon graduating, Kobi moved to New York where he became the Executive Creative Director at Elie Tahari for 13 years and the Executive Creative Director at Kenneth Cole Productions for 3 years.

In 2015, Kobi launched his eponymous ready-to-wear label. The label embodies a European sensibility and is recognized by its crafted artisan details and modern femininity. With a design philosophy that aims to elevate the everyday, Kobi's collections are made with luxurious fabrics and beautiful hand-worked embellishments. Accredited for creating an aspirational yet accessible label, Kobi bridges the gap between timelessness and trend and continues to build a dynamic brand with a global reach, through smart design and a distinct point of view.

The Erté by Kobi Halperin line is the result of the licensing agreement between Sevenarts Ltd (owners of the Erté Trademark and Intellectual Property Rights) and brand consultancy firm Airlift Ideas, headed by Shelley Rosen.

Purchase inquiries should be directed to the showroom sales@kobihalperin.com
All other inquiries should be directed to Shelley Rosen shelley.rosen@luxebloom.com