

Global

How The New H Halston is Redefining Luxury for the 21st Century

YAHOO! Raquel Laneri August 30, 2016



Models show off designs from the new H Halston collection, launching September 6. Photo: Stephanie Eichman.

"Welcome to my home!" Cameron Silver jokes as he ushers me into a sleek, modernist townhouse on Manhattan's Upper East Side. The home was designed by renowned architect Paul Rudolph, and it once belonged to Roy Halston Frowick — a man better known as simply Halston. Halston rose to international fame as a fashion designer, and he all but invented American glamour in the 1970s with his slinky, Studio 54-ready dresses and chic, minimalist knit separates. Today, the townhouse (which, incidentally, is currently on the market for a cool \$28 million) is brimming with artifacts of the designer's fabulous life: black-and-white party photos of friends like Bianca Jagger and Liza Minnelli, portraits by pop artist and colleague Andy Warhol, a gleaming white mid-century modern couch that is almost too beautiful to sit on. "People think that Halston was this party boy, but he was a bit of a homebody," says Silver as he shows off a few pieces from his first collection for the relaunched H Halston. "But wouldn't you want to stay at home if you lived here?"

Silver is the latest director tasked with remaking Halston for the modern age, and his first collection of easy knits, layered mesh-like cocktail dresses and tough motorcycle jackets launches exclusively at Lord & Taylor in the U.S. and Hudson's Bay in Canada on September 6. The 47-year-old is uniquely qualified to helm the beloved brand. As the founder of the Los Angeles vintage mecca Decades, Silver has an encyclopedic knowledge of fashion history and understanding of Halston's unique place in it. He's also incredibly attuned to the contemporary woman's needs — not only from his fiercely

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loyal, and stylish, Decades clientele, but also from his work at more populist QVC. That means that Silver's H Halston is elegant and cool and easy to wear, as well as affordable, with prices ranging from about \$39 for a T-shirt to \$150 for a jacket. And, best of all, new styles will come in every single week, with accessories like shoes and bags arriving in mid-September. We spoke with Silver about his background, his experience designing for such an iconic brand and what Halston means in the 21st century.



Designer Cameron Silver is remaking Halston for the 21st century. Photo: Stephanie Eichman.

Yahoo Style: You have a vintage store, you do a lot of styling and consultations, but this is your first major design gig. What attracted you to H Halston?

Cameron Silver: "Well, I've been head-hunted for projects many times, and the one thing I always tell people is the only thing that would really interest me would be Halston. And the opportunity to work with Lord & Taylor — Lord & Taylor is the iconic original luxury retailer. Halston is the first American luxury brand. So the fact that we can fuse these things together, and at the same time offer something new and accessible every week, I was like OK, I'll move from Los Angeles and couch surf in New York for a while."

Do you remember your first encounter with Halston?

"When I was five or six years old, I realized the power of having some style, and by nine I was well aware of who Halston was. I was precocious and an only child, and my parents liked fashion. My father definitely wore the fragrance, because I

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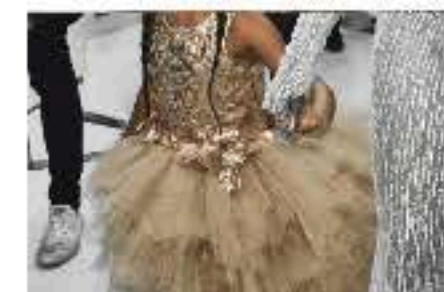
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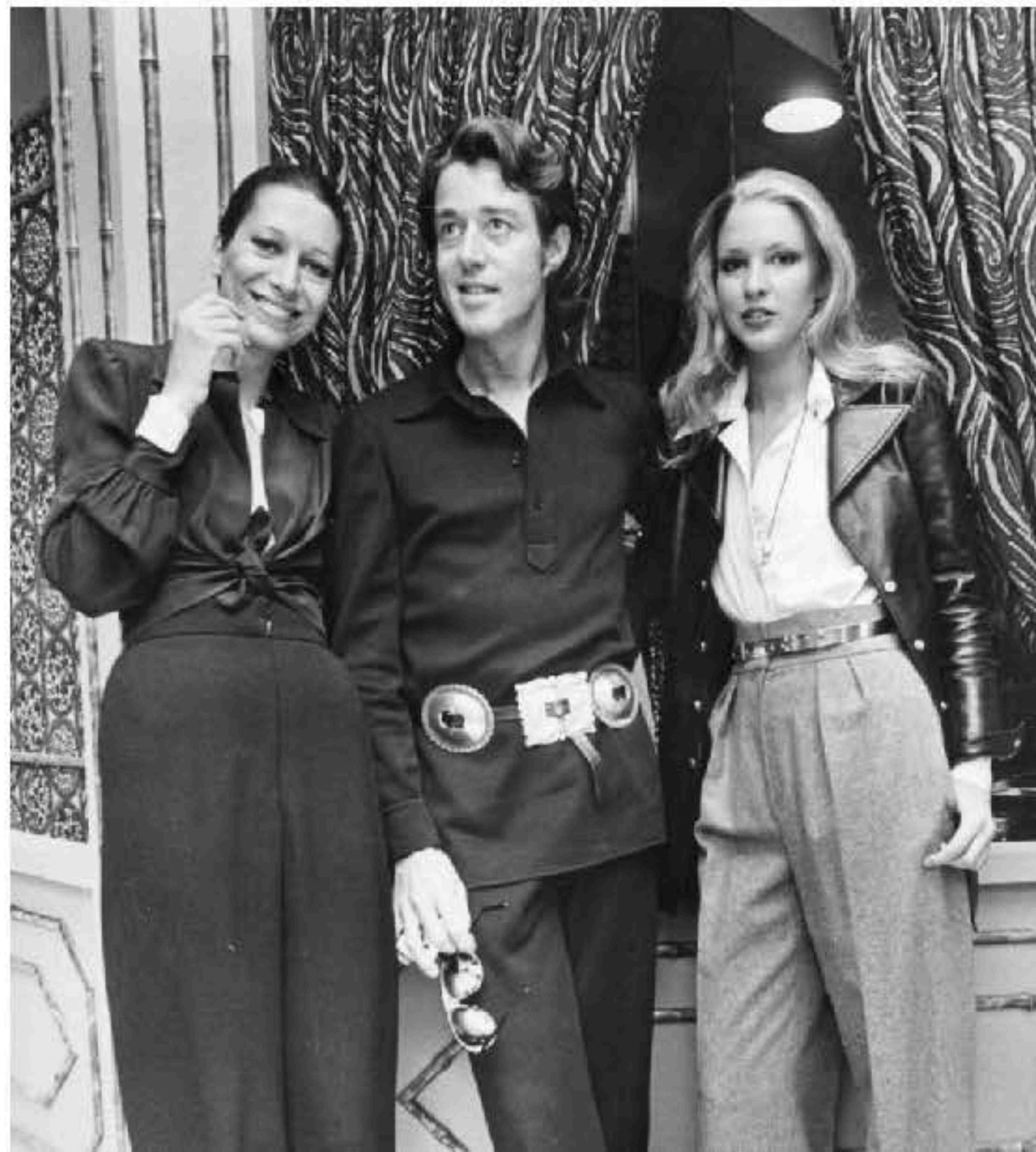


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remember the bottle. But I liked the aesthetic, and 20 years later when I opened Decades, it was really like the kind of barometer I used for good taste for bringing things into the store."



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