

LOOKBOOK

STOLEN PARADISE

NYFW 2025



GRETCHEN HEIST
NEW YORK

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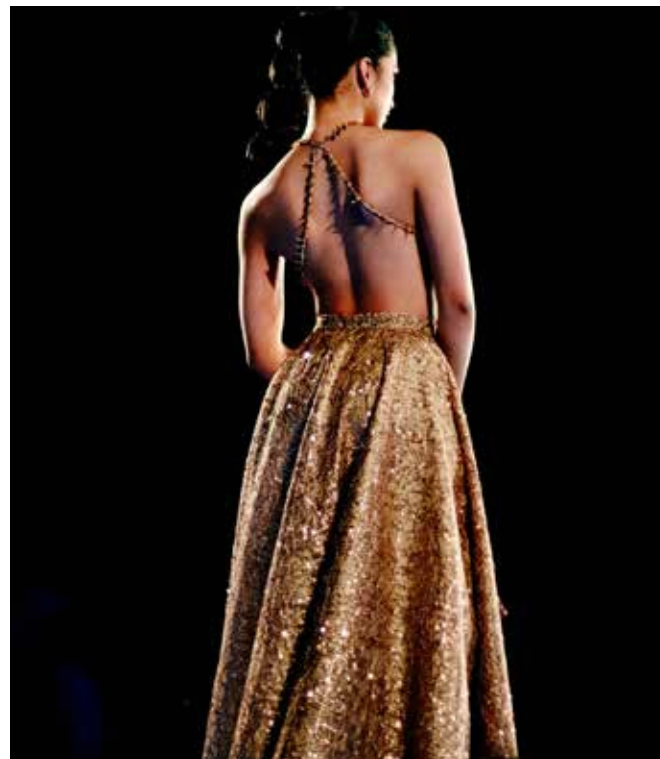
EXPECT THE **UNEXPECTED**

New York luxury fashion haus specializing in made-to-measure couture, outerwear, and leather goods. Gretchen Heist is a label about expecting the unexpected with our aspiration to unify urbanity, wit, art, and fashion. The brand is led by Creative Director, Gretchen Weed. Having grown up in her mother's art studio, Gretchen's practice is heavily influenced by this period in her life. Heist is an anagram of her mother's maiden name.

We celebrate and design for women that are beautifully complex, powerful, and operate outside of societal conventions. Our woman represents the dualities of the feminine archetype and finds strength and pride in all aspects of

herself. She is refined, strategic, and independent, as well as delicate and romantic. She believes in the mystery of being and exploring the emotions of the human condition.

Ultimately, she is a mystery.



Like all great mysteries, each Gretchen Heist design has an exploration process. The viewer can experience the garment from the first impression to discovering hidden details within. Every design is made to order and incorporates themes of psychology, symbology, and Trompe l'oeil details. Texture is essential to the experience of each piece, from textile fabrication to the incorporation of non-traditional notions into the work.

Gretchen Heist blends artistic intention, handcraft technique, and partnerships with contemporary artists to create fashion designs that are expressions of fine art.

CONTACT

gretchenheist.com

Instagram: [@gretchen.heist](https://www.instagram.com/gretchen.heist)

TikTok: [@gretchenheist](https://www.tiktok.com/@gretchenheist)

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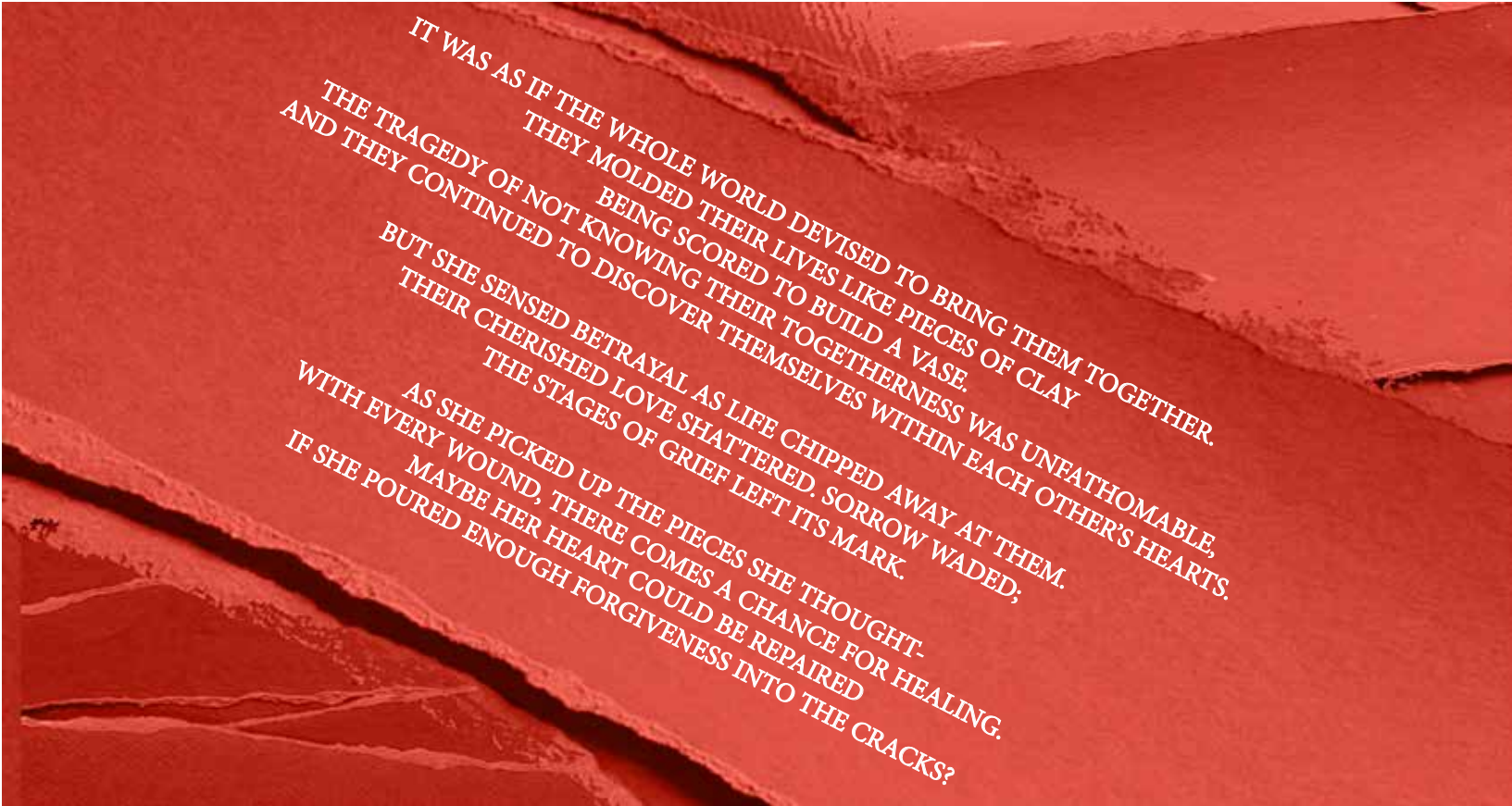
GRETCHEN HEIST IS EXCITED TO UNVEIL THE INAUGURAL RUNWAY COLLECTION, "STOLEN PARADISE." THE COLLECTION IS INSPIRED BY THE STAGES OF GRIEF HUMANS EXPERIENCE FOLLOWING THE END OF A ROMANTIC RELATIONSHIP. EACH GARMENT IN THE COLLECTION REPRESENTS THE COMPLEX EMOTIONS INVOLVED, INCLUDING LUST, LOVE, DENIAL, ANGER, DESPAIR, NEGOTIATION, ACCEPTANCE, AND FORGIVENESS.



FULL RUNWAY VIDEO: <https://www.gretchenheist.com/s-projects-basic-1>
COLLECTION TEASER: <https://www.gretchenheist.com/s-projects-basic-1>
PRÊT-À-PORTER COLLECTION: <https://www.gretchenheist.com/category/all-products>
SOUNDTRACK: <https://www.gretchenheist.com/s-projects-basic-1>

STOLEN PARADISE

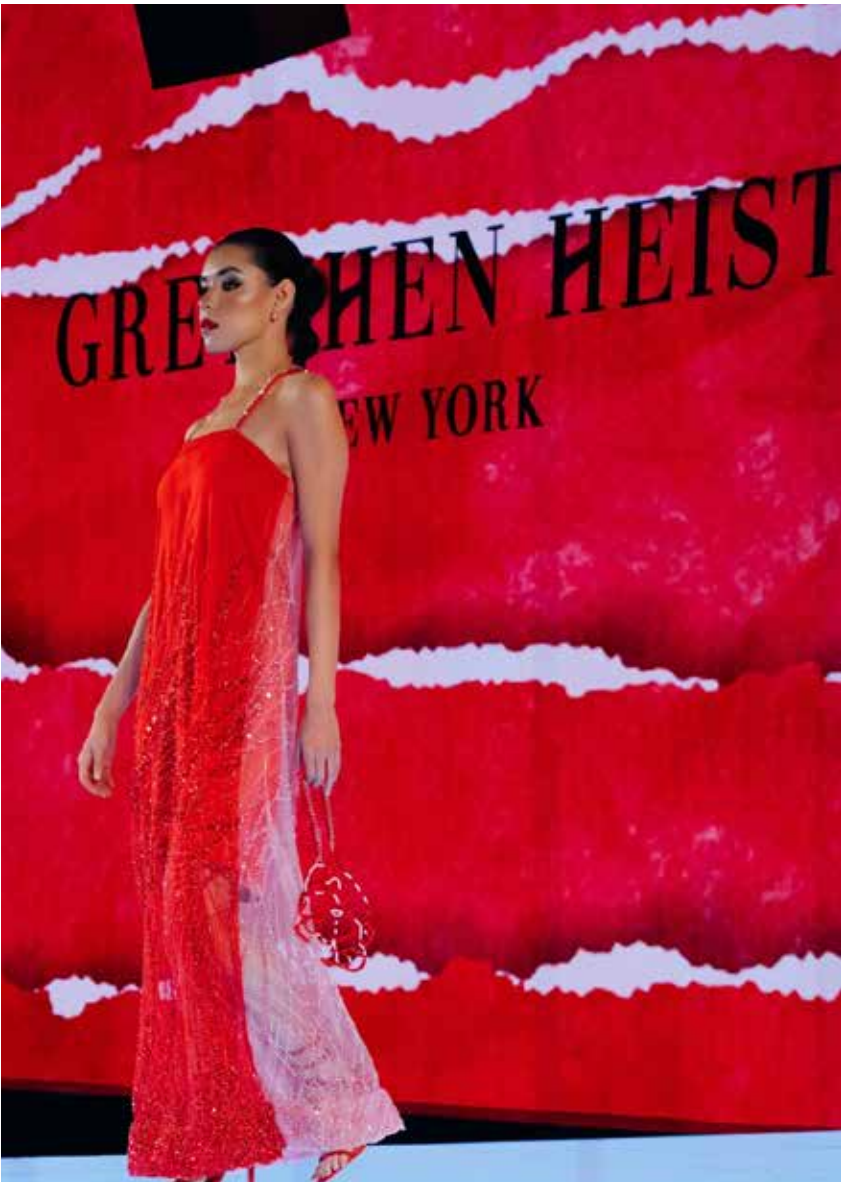
NYFW 2025



The culmination of the collection is influenced by the Japanese art of Kintsugi, which repairs broken pottery with the Japanese lacquer (urushi) and then is dusted with powdered gold. The art form is based on the idea that healed imperfections make an object stronger, more valuable, and, ultimately, more beautiful. The art of Kintsugi is reflected in the final looks of the collection as the garments are embellished and veined with a melting gold motif. The color story also reflects this emotional journey, starting with the passionate color of fire red and gradually fading into softer shades of cream with highlights of gold. Despite the fading hues, the pattern remains steadfast, symbolizing memories evolving over time as the impact of the relationship unfolds with each phase. The primary patterns for the collection depict rolling beach waves and a Tuscan landscape (both a representation of paradise for the Creative Director), created by ripping the material and then weaving it back together. This technique represents the heroine regaining control and reestablishing her paradise after the relationship's ending.

The collection features polished beach stones as the primary textural element to augment traditional sequins or beads, alluding to the rolling wave and beach motif. The use of the stones represents the hardening of the heroine's heart, as well as the creative technique of elevating stones or non-traditional "sequins" into embellishment material.

The beach stones are intricately woven into the looks to create a full bodice, hand jewelry, and a beaded skirt. The concept of the evolution of the heroine has also been incorporated into the silhouettes. The collection begins with wide shapes and as the heroine moves through her stages, the styles transition into more guarded forms. As the looks take the runway, the sound design enhances the viewer's emotions.



The musical score represents the stages of grief via techniques of absence or additions with frequent cuts between truncated sounds. As the show concludes, the musical portions culminate into a singular song, resettling the audience's perception. Ultimately, Gretchen Heist's "Stolen Paradise" NYFW 2025 collection explores the emotions experienced during lost relationships. It delves into the concepts of Idolization, Value, Fallen Angels, Solitude, and Forgiveness, which shape and change the perspectives of humans as they navigate grief. The collection invites the audience to feel the emotions of Lust, Love, Denial, Anger, Despair, Negotiation, Acceptance, and finally Forgiveness as each look graces the runway.

ARTIST COLLABORATION

WOVEN DESIGNS

COLLABORATION

Gretchen Heist collaborated with French contemporary artist Clément Denis, known for his unique technique of woven painting on paper. For the collection, Denis created two paintings of a man and a woman with angel wings that have been torn apart and woven together into a single work of art. The painting was then printed on fabric, and the material was ripped and woven back together again to create a final graphic. The ultimate image & bodice shape emulate the motif of a cracked clay pot that has been repaired with the Kintsugi practice.



REINTERPRETATION

Within this look, the reinterpretation of the original painting represents the heroine's journey as the bodice was strategically rewoven to highlight only the heroine's eyes while the back of the garment showcases the complete painting.

REPRESENTATION

This represents that the relationship is behind her as she travels through the stages of grief. Inspired by Denis' techniques, the collection specifically highlights the weaving of intricate beaded designs and fabrics. The woven nature of the work signifies the heroine's emotional journey. The weaving creates a labyrinth like design that serves as a tribute to those who have experienced grief and wandered in new directions to heal.





STOLEN PARADISE NYFW 2025 COLLECTION

Runway Video: <https://www.gretchenheist.com/s-projects-basic-1>

BIAS CUT CROSS HATCH WOVEN DESIGN WITHIN SIDE PANEL



RED SILK SCARF BAG WITH LOVE POTION CHARM



Intoxication of Lust



LINGERIE BUBBLE DRESS WITH OPEN BACK TRIMMED IN RED LACE

Blossoming of Love



RED LEATHER SCARF BAG WITH KINTSUGI HEART CHARM



OMBRE RED TONE HEART PETAL TULLE BABY DOLL DRESS



RED AND PINK TONE BEADED SHEATH GOWN WITH HAND-BEADED RED AND PINK CRYSTAL STRAPS

Blindness of Denial



DARK RED AND PINK CRYSTAL
BEADED HAND JEWELRY





SHREDDED DENIM MERMAID SKIRT WITH DARK PINK SIDE PANEL ACCENT AND PINK BEADED UNDERLY
 CROSS BODY DARK PINK LEATHER HARNESS WITH RED DEVIL HORN STUDS STRAP
 LIGHT AND DARK PINK PIECED DENIM CORSET TOP
 TRANSPARENT LIGHT PINK SCARF 25 BY 25



DARK PINK LEATHER SCARF
 BAG WITH LOVE POTION AND
 KINTSUGI HEART CHARM

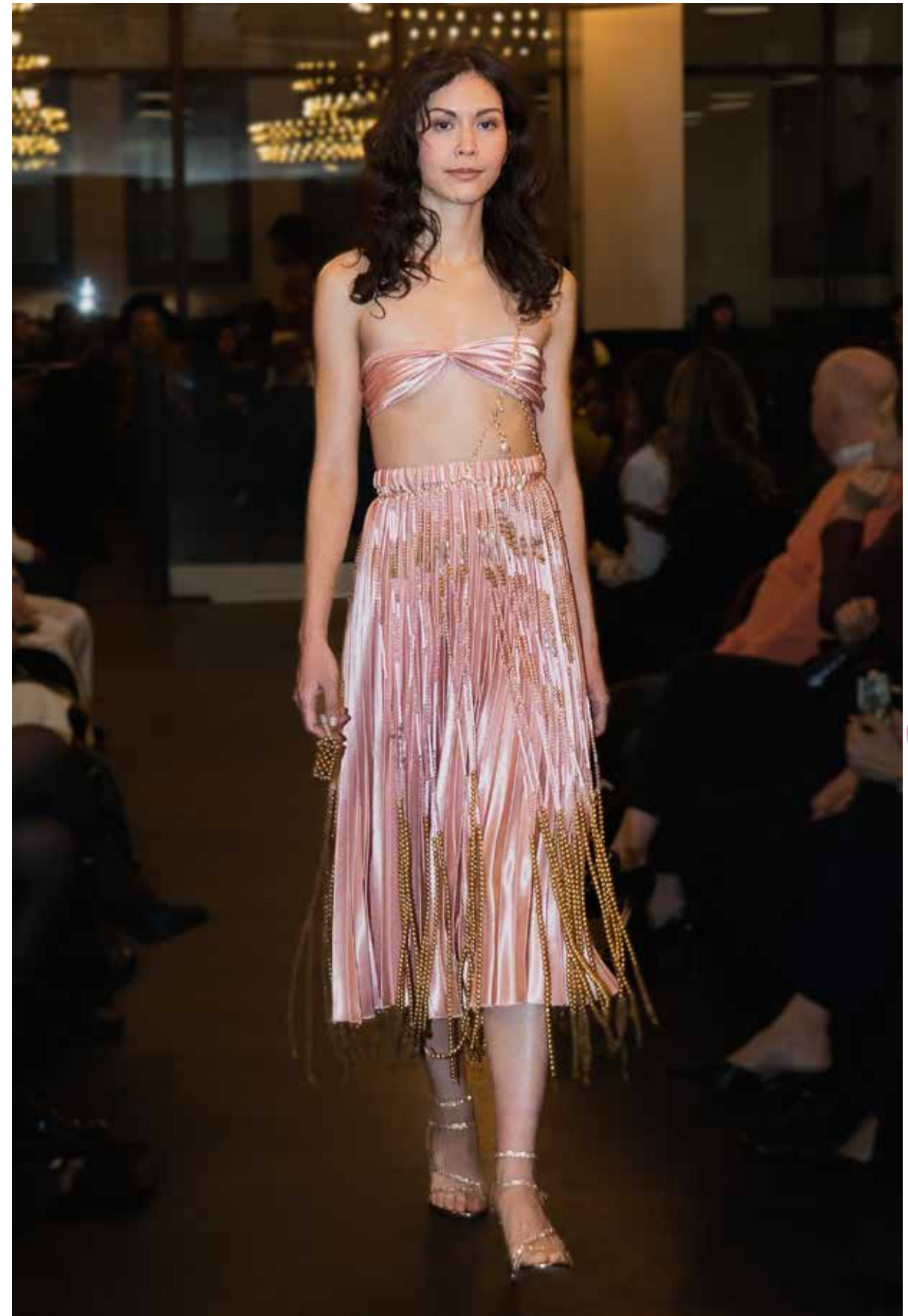


Destruction of Anger

Illusion of Negotiation



BEACH PEBBLE AND GOLD BEADS
MINI BAG WITH HAND CLASP



CORAL SATIN BANDEAU & PLEATED SKIRT
BEADED OVERSKIRT WITH ROLLING WAVES PATTERN MADE WITH BEACH PEB-
BLES, GOLD AND PINK BEADS AND ANGEL WING CHARMS



GOLD RIBBON OMBRE WOVEN HALTER TOP WIDE LEG CREAM PANTS
WITH BIAS CUT CROSS-HATCH WOVEN DESIGN IN GODET



Heartbreak of Despair

WHITE CRYSTAL AND GOLD BEADED HAND JEWELRY



SEMI TRANSPARENT GOLD OVERSKIRT WITH PAINTING
OF MALE AND FEMALE WITH ANGEL WINGS



WOVEN CORSET TOP OF WOMAN'S FACE



Solace of Acceptance



BEACH PEBBLE, GOLD BEADS AND
ANGEL WINGS HALTER TOP



GOLD TEXTURED HIGH LOW CIRCLE SKIRT

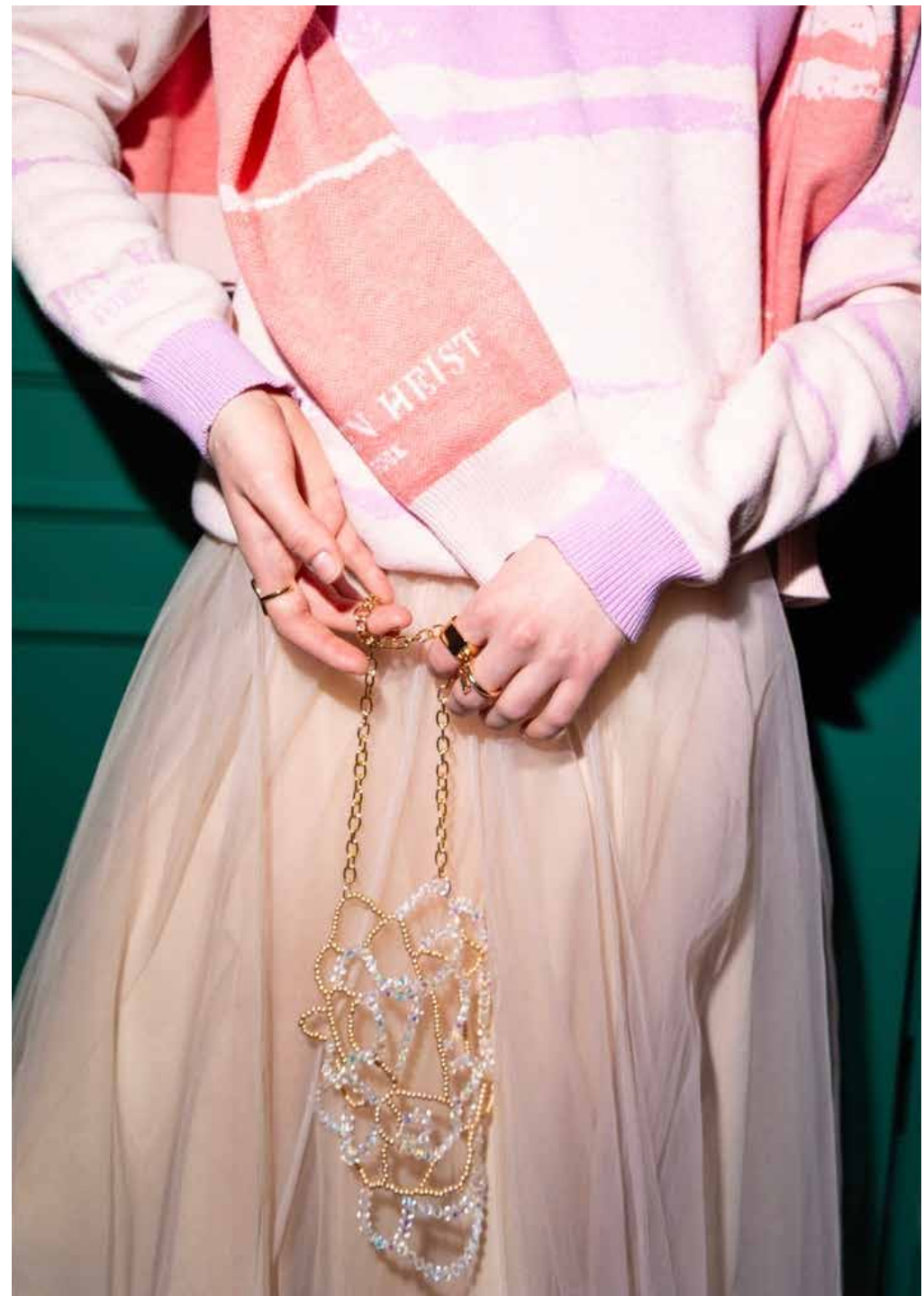
Radiance of Forgiveness



Prêt-À-Porter Collection



Sunday Sweater

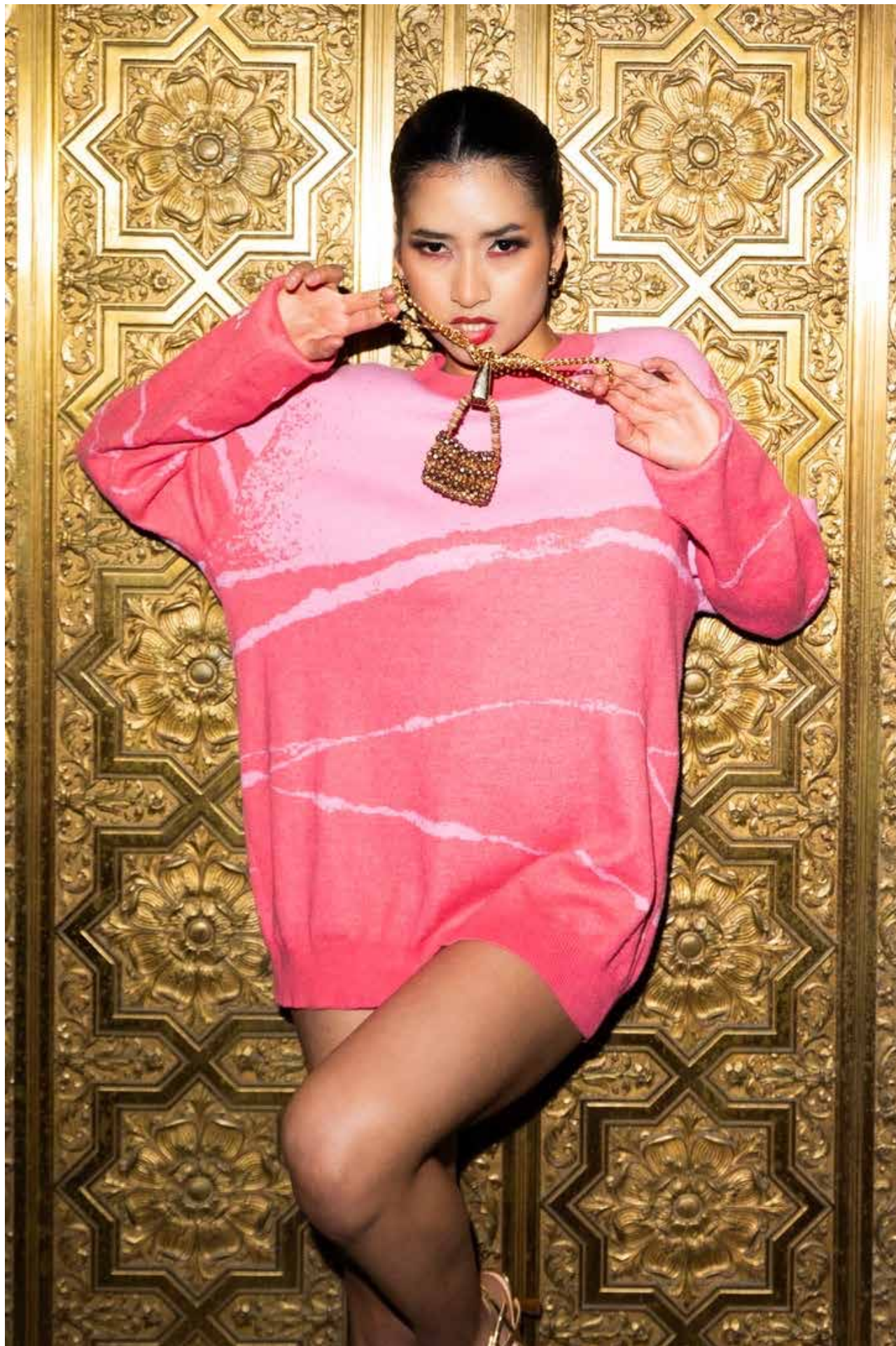


Gretchen Heist's Stolen Paradise Spring/Summer NYFW 2025 collection aims to explore the emotions experienced during the stages of lost relationships. As a compliment to the Runway show, Gretchen Heist has designed the "Sunday Sweater". Each sweater motif is paired with a collection look of Lust, Anger, Negotiation, Despair, and Forgiveness.

The Sunday Sweaters are made with the Jacquard knitting technique. This intricate practice knits yarn to form patterns directly into the fabric, allowing for precise control over colors and structures, resulting in beautifully complex designs. The jacquard knitting technique creates a stunning visual effect that showcases artistry and craftsmanship. This technique enhances the aesthetic appeal of knitwear and ensures durability and texture.

Collection Shop: <https://www.gretchenheist.com>

Collection Video: <https://www.gretchenheist.com/s-projects-basic-1>



01



02



03



04



05



06



Wholesale Price: \$75
Suggested Retail Price (SRP): \$150
Minimum Order: 5 units
Material:
55% cotton, 45% polyester
Fabric weight: 13.27 oz./yd.² (450 g/m²)
Lightweight, soft-feel fabric
Unisex sizing
Machine washable

LEATHER SCARF BAG



WHOLESALE PRICE: \$250
SUGGESTED RETAIL PRICE (SRP): \$500
COLOR TONE: RED, PINK OR GOLD
SKU: 07
MINIMUM ORDER: 2 UNITS
MATERIAL:
100% LEATHER
18K GOLD PLATED CHAIN
SILK LINED
MAGNET CLOSURE
LEATHER HEART CHARM

SILK SCARF BAG



WHOLESALE PRICE: \$130
SUGGESTED RETAIL PRICE (SRP): \$260
COLOR TONE: RED TONE SIDE AND PINK TONE SIDE
SKU: 08
MINIMUM ORDER: 40 UNITS
MATERIAL:
36 X 36 100% SILK SCARF – DUAL-SIDED PRINTED WITH ROLLED
EDGE
RED LEATHER PURSE HANDLES, 0.5" WIDE 15.7"

BEACH PEBBLE MINI BAG



WHOLESALE PRICE: \$150
SUGGESTED RETAIL PRICE (SRP): \$300
SKU: 09
MINIMUM ORDER: 1 UNIT
MATERIAL:
CRYSTAL BEADS
18K GOLD PLATED CHAIN WITH GOLD HAND
BEACH PEBBLES

HAND JEWELRY



WHOLESALE PRICE: \$100
SUGGESTED RETAIL PRICE (SRP): \$200
COLOR TONE: CUSTOMIZED COLORS
BASED UPON ORDER
SKU: 10
MINIMUM ORDER: 1 UNIT
MATERIAL:
CRYSTAL BEADS
18K GOLD PLATED CHAIN



GRETCHEN HEIST

NEW YORK

INSTAGRAM: @GRETCHEN.HEIST

TIKTOK: @GRETCHENHEIST

RUNWAY VIDEOS:
GRETCHENHEIST.COM

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