Calvin Klein taps Heron Preston for creative collaboration

By Robin Driver - 8 April 2021

Iconic PVH-owned fashion brand Calvin Klein has brought San Francisco-born artist and designer Heron Preston on board as creative consultant for a collaborative collection set to launch in spring 2021.

Entitled Heron Preston for Calvin Klein, the upcoming collection will offer gender-neutral, sustainably sourced apparel, including denim, t-shirts, sweatshirts, hoodies and underwear. Prices for the pieces will range from $36 to $298.

In a post published on Preston’s Instagram account on Tuesday, the designer revealed that he has been working secretly with Calvin Klein for a year.

“We have this idea of working with different visionary and creative people to help tell a Calvin Klein story through the lens of their perspective on, or experience with, the brand,” explained Jacob Jordan, Calvin Klein’s global chief merchant, head of product strategy and new product ventures, to WWD.

“I see this project as the first step; it’s a reawakening for the brand, moving us closer in our connection to culture and creativity. It is about forming interconnected partnerships who can help us tell our story in a way that maybe we couldn’t on our own,” he added.

Launched via Off-White’s Italian parent company New Guards Group, Preston’s namesake brand made its Paris Fashion Week debut in 2017. New Guards Group has since been acquired by London-based Farfetch.

Preston has worked with a wide range of collaborators in the past, from Kanye West and Virgil Abloh to Levi's,
Gap, Nike and even the NYC Department of Sanitation.

Following a digital media preview on April 20, the Heron Preston for Calvin Klein collection will launch in the U.S., as well as in select Asian and European markets, on April 23.

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