

EYE / PARTIES

# Isaac Mizrahi Celebrates the 'Sexual Politics of Fashion'

The launch party for Isaac Mizrahi New York Intimates at the Dream Downtown Hotel drew more than 150 lingerie loving guests.

By [Karyn Monget](#) on May 15, 2012



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The launch party for Isaac Mizrahi New York Intimates at the Dream Downtown Hotel drew more than 150 lingerie loving guests as well as the guest of honor, Isaac Mizrahi.

Slated for a spring 2013 launch at major departments and specialty stores nationwide, Mizrahi celebrated his first foray into intimates at the event with lots of pink champagne and pastries monogrammed with the Isaac Mizrahi New York name.

Mizrahi, who serves as creative director for Xcel Brands, has described lingerie as

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the “sexual politics of fashion.” He said he believes his intimate apparel collection will appeal to a wide range of women because of its versatility.

“This brand likes to offer choices,” said Mizrahi.



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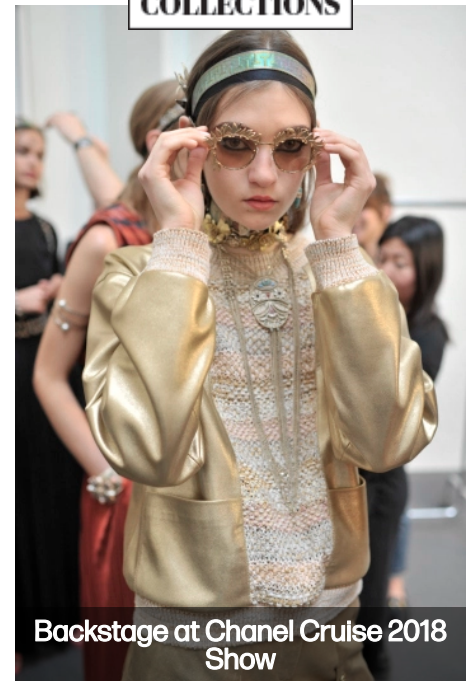
A number of retailers who had previewed the intimates collection were spotted at the party which took place during innerwear market week. They included Abigail James and Barbara Lipton of Macy’s, Mike Freville of Dillard’s Department Stores, Jane Short and Ariel Lazar of Lord & Taylor, Elizabeth Hospodar of Bloomingdale’s, and Mary Krug and Andrea Garcia of Neiman Marcus.

As reported, Xcel Brands has licensed International Intimates Inc. to manufacture and distribute innerwear bearing the Isaac Mizrahi New York name.

The event’s theme color was hot pink and guests were treated to a key item from the collection as they left the party: a hot pink lace thong.

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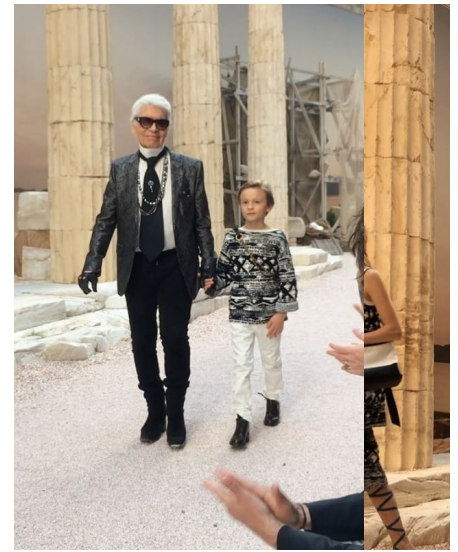


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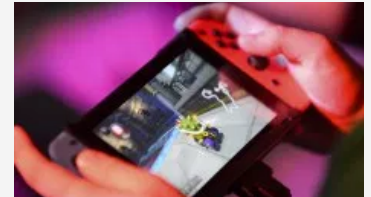
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