

## Ed Ruscha and Huntsman for the Alzheimer's Association

BY ALEXANDRA OWENS | 29 OCT 2016

**NEW YORK** — Ed Ruscha fans have a chance to bid on an exclusive new work — though they might be surprised by the medium. To benefit the Alzheimer's Association, Huntsman Saville Row and the celebrated American artist have designed a one-of-a-kind tuxedo jacket lined with a silk print of his 1986 painting "Boy Meets Girl." owned by actress and model Lauren Hutton. Made-to-measure for the winning bidder, the bespoke piece is one of six editions to be produced (though the only one to be sold) and comes with a personal invitation to visit Ruscha's Los Angeles studio.



Ed Ruscha at Huntsman Saville Row with a reproduction of his work, Boy Meets Girl, during the event in London.

"I like the idea of a concealed secret," says Ruscha. "When someone wears a great jacket, there is a private luxury that only the wearer can experience, almost like you are flashing."

From printing the lining to tailoring the classic silhouette, the entire process was a collaborative effort that lasted almost a year. "Technically, it's quite a task that you have to take on," says Carol Plunk, general manager at Huntsman, a brand that has dressed everyone from Queen Victoria and Winston Churchill to Katharine Hepburn and Marc Jacobs. "You cut the actual lining so that all the detail of the painting matches up perfectly."



Huntsman's saw Slevin begins to cut the silk for the jacket for the event's production run.

All proceeds from the sale will benefit the Alzheimer's Association. Silent auction bids are currently being accepted online until 12 PM (Noon) ET on 25 October before the 33rd Annual Rita Hayworth Gala at Cipriani 42nd Street in New York City, where the highest online bid will become the opening bid during the evening's live charity auction, conducted by Sotheby's Vice Chairman, Americas Hugh Hidesley.

# Sothebys Guide

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**Sotherbys Guide:**

This book delves into Sotherbys Guide. Sotherbys Guide is an essential topic that needs to be grasped by everyone, from students and scholars to the general public. The book will furnish comprehensive and in-depth insights into Sotherbys Guide, encompassing both the fundamentals and more intricate discussions.

1. This book is structured into several chapters, namely:

- Chapter 1: Introduction to Sotherbys Guide
- Chapter 2: Essential Elements of Sotherbys Guide
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- Chapter 5: Conclusion

2. In chapter 1, this book will provide an overview of Sotherbys Guide. This chapter will explore what Sotherbys Guide is, why Sotherbys Guide is vital, and how to effectively learn about Sotherbys Guide.
3. In chapter 2, the author will delve into the foundational concepts of Sotherbys Guide. The second chapter will elucidate the essential principles that need to be understood to grasp Sotherbys Guide in its entirety.
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5. In chapter 4, the author will scrutinize the relevance of Sotherbys Guide in specific contexts. The fourth chapter will explore how Sotherbys Guide is applied in specialized fields, such as education, business, and technology.
6. In chapter 5, the author will draw a conclusion about Sotherbys Guide. The final chapter will summarize the key points that have been discussed throughout the book.

The book is crafted in an easy-to-understand language and is complemented by engaging illustrations. This book is highly recommended for anyone seeking to gain a comprehensive understanding of Sotherbys Guide.

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