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A Wine-dyed Dress Takes Center Stage

A Cabernet-Dyed Dress by Jackson Wiederhoeft Steals the Spotlight

Friday, September 13, 2024



At this year's New York Fashion Week, wine and fashion crossed paths in an unexpected and captivating way. One of the most talked-about pieces of the event was a dress dyed with none other than Cabernet Sauvignon. The creation, a showstopper at Jackson Wiederhoeft's Spring/Summer 2025 collection, showcased how the deep, alluring tones of a California Cabernet could elevate couture. This extraordinary collaboration featured Silver Oak's 2020 vintage from Alexander Valley, melding the worlds of wine and high fashion in an utterly unique display.

Wiederhoeft, a finalist of the prestigious Council of Fashion Designers of America (CFDA), presented the dress at the 548 W 22nd Street gallery in West Chelsea, New York. The standout piece? A silk satin corset, meticulously hand-embroidered and twice-dyed with Silver Oak's Alexander Valley Cabernet Sauvignon. The corset was constructed with a full metal framework and boasted an intricate lace-up design at the back. Paired with a calf-length pencil skirt, the ensemble reflected the rich, opulent color of Cabernet Sauvignon, adorned with poppy embroidery, beading, raffia, and pebbles.

The process of dyeing the fabric was as meticulous as the garment itself. It was conducted in two stages: a dawn-to-dusk session, followed by a second round in the late afternoon, ensuring that the hue would reach what Silver Oak described as "flawless." This dual dyeing process was instrumental in achieving the depth of color that became the focal point of the collection's aesthetic. Titled "MANIFESTO," the show combined elements of artisanal craftsmanship and the heritage of winemaking, blending these two seemingly unrelated worlds into a cohesive artistic vision.

Guests who attended the event received invitations etched into bottles of Silver Oak's 2020 Alexander Valley Cabernet Sauvignon, underscoring the event's theme of fusion between fashion and wine. At the afterparty, held at the trendy Asian fusion restaurant KYU, the 2020 vintage was poured for attendees to enjoy, making the event not just a fashion experience but a sensory one as well.

Silver Oak has long been revered for its commitment to excellence in winemaking. Founded in 1972, the winery specializes in producing high-quality Cabernet Sauvignons aged exclusively in American oak barrels. The 2020 Alexander Valley vintage, which

played a starring role in the fashion show, is a blend dominated by 95.2% Cabernet Sauvignon, with smaller additions of Merlot, Cabernet Franc, Petit Verdot, and Malbec. This blend was first assembled in 2021 and then aged for 24 months in custom, handmade barrels from Silver Oak's cooperage, known simply as The Oak.

The resulting wine has been described as "beautifully integrated," with complex flavors and a striking color that lent itself perfectly to dyeing the silk satin fabric used in Wiederhoeft's collection. This collaboration is emblematic of Silver Oak's broader philosophy: the pursuit of mastery, whether it be in the cellar or in partnership with other creative disciplines such as fashion.

The synergy between Wiederhoeft and Silver Oak highlights the shared values between the two—the dedication to craftsmanship, the appreciation for tradition, and the willingness to explore new, creative frontiers. In this case, the wine's deep red hues became an artistic medium, a testament to the winery's philosophy of patience and perfection.

While wine and fashion might seem to occupy entirely different spheres, both industries are rooted in art, precision, and storytelling. Wiederhoeft's Spring/Summer 2025 collection, with its Cabernet Sauvignon-dyed dress, was an ode to both beauty and process. The handcrafted nature of the corset and skirt mirrored the artisanal approach Silver Oak takes with its wines, from the handpicked grapes to the bespoke barrels in which they age.

The color achieved through the dyeing process was particularly symbolic. Cabernet Sauvignon, known for its deep, vibrant hues, became more than a beverage; it transformed into a means of artistic expression. By integrating the wine into the very fabric of his designs, Wiederhoeft underscored the notion that fashion, like winemaking, is a craft that is honed over time and through attention to detail.

This collaboration is not just a fleeting moment of novelty but speaks to a broader trend of creative industries merging in innovative ways. In recent years, the intersection of food, wine, and fashion has become increasingly prevalent, with designers and winemakers alike finding inspiration in each other's worlds. For Silver Oak, this partnership with Wiederhoeft is a natural extension of their ethos—championing artistry

not only in the glass but across a variety of cultural landscapes.

Wiederhoeft's fashion show at New York Fashion Week was not merely a display of garments; it was a celebration of craftsmanship, culture, and the unexpected ways these realms can intersect. The Cabernet Sauvignon-dyed dress served as a visual and tactile reminder that inspiration can come from anywhere, even from the vineyards of California.

As Silver Oak continues to produce its signature Cabernets, its foray into fashion signals a willingness to explore new avenues of creativity. For Wiederhoeft, the collaboration offered an opportunity to push the boundaries of textile design, proving that fashion, like fine wine, benefits from an infusion of passion, tradition, and a touch of boldness.

The union of wine and fashion at Jackson Wiederhoeft's Spring/Summer 2025 show represents a forward-thinking fusion of two traditionally distinct crafts. The Cabernet-dyed dress, steeped in the legacy of Silver Oak's winemaking, stood as a testament to the power of collaboration across creative disciplines. As industries increasingly look to each other for inspiration, it seems that the boundaries between them will continue to blur, resulting in exciting innovations like the one showcased at New York Fashion Week.