

Renowned Haspel Family to receive prestigious Fashion Icon honor

By: Rodney Hebert

The Haspel family, owners of Haspel fine clothing, will be the recipient of the Fashion Icon Award from Oneofakind Baton Rouge Fashion Week. This award is presented each year to an outstanding individual to represent the impact they have in the fashion industry. Haspel President & CEO Laurie Aronson will accept the award at OBRFW's Big Night fashion event Feb. 27th at Capitol Park Museum.

"I am flattered and honored to be receiving the Icon Award on behalf of my family and to be part of [Oneofakind] Baton Rouge Fashion Week," says Aronson. "I am thrilled our city now has a venue to support our stylish citizens and local businesses. I know it will continue to grow each year."

Laurie takes pride in her family's clothing brand, Haspel - a men's tailored clothing brand that has been in the Haspel family for over 100 years.

"I am so proud to be the fourth generation of my family to carry the flag for Haspel," Aronson said. "My great-grandfather, Joseph Haspel, Sr. was our true fashion icon. He brought many innovations to the marketplace including the seersucker suit, wash-and-wear garments, and the adoption of technologically-advanced fabrics. Today, Haspel still thrives on innovative fabrics." Haspel is a brand for individuals who have fun in life and look great doing it. That sense of spirit came from her grandparents," she said.

Aronson has always been surrounded by fashion; it was in her family's business growing up. She has been involved in the fashion industry in some way most of her career. She always kept an eye on her grandparents who always were fashionable and dressed up for any occasion. Aronson's parents followed in those footsteps; eventually, she did as well. "I love being a part of the industry and can appreciate the expression that fashion allows people to have," Aronson said.

Aronson credits her tenacity for her success in the fashion industry.

"My persistence to succeed for the right reasons and under the right circumstances keeps me pushing forward. Just because others think it can't be done doesn't mean you should listen to them. You must follow your heart and dream big."

Aronson believes those aspiring to work in the fashion industry should focus on the type of fashion they are interested in and pursue experience with those brands. She also believes it is important to know what your brand stands for and maintain your DNA no matter what the trends are.

"Consumers' tastes change constantly," Aronson said. "It's important to know when to alter your elements without altering your brand identity and know what is coming next."

"The industry changes so much and you should decide whether you want to engage in 'fashion' or in classics. It's always a good idea to find a brand you like and seek them out for a

job, an internship, coffee or advice,” Aronson said. “The best experience comes from being hands-on.”

Aronson is accepting the OBRFW 2016 Fashion Icon Award for her family at the exclusive BIG Night on Feb. 27th at Capitol Park Museum, 660 North 4th St. in Baton Rouge, La. Doors open at 7 pm and the show starts at 8 pm. Tickets are \$50 in advance. It includes appetizers, a complimentary glass of wine and VIP goody bag. Tickets are available on-line at www.batonrougefashionweek.com. The dress code for the evening is formal attire with light pink and light blue fashion or accessories.

OBRFW 2016 sponsorship partners are Oneofakind Talent Inc., Capitol Park Museum, iME Clothing, LSU Museum of Art, Beading by Treva B, 12 KolleCtions Jewelry, Fleur De Lis Donuts, LEGACY Magazine, FashionUnited, Foster the Fashion, Carpooling in Stilettos, Belle Baton Rouge Casino & Hotel, Crowne Plaza and Visit Baton Rouge.

To see the full schedule visit BatonRougeFashionWeek.com. For media inquiries and to schedule interviews or appearances, contact Jourdan Riley at pr@batonrougefashionweek.com or call 504-609-7018. ###



PICTURED: Laurie Aronson. Photo courtesy of Haspel.