

# MORPHEW and Fivestory bring LIVE COUTURE fashion to Palm Beach

*This one-of-a-kind fashion moment will take place – LIVE – in the front windows of Fivestory Palm Beach - marking debut of MORPHEW GLAMOUR ISLAND collection*

NEW YORK CITY, NY, UNITED STATES, February 16, 2022 /EINPresswire.com/ -- The event will celebrate the unique and remarkable talent of [leading American couture designer, Jason Lyon of MORPHEW](#). Lyon and his team of premier tailors from the MORPHEW New York atelier will be designing LIVE in the front windows of Fivestory Palm Beach on Friday, February 25th and Saturday, February 26th.

The exclusively curated, MORPHEW GLAMOUR ISLAND collection will be available for the first and only time during this special event.

“

We are thrilled that MORPHEW's Jason Lyon is bringing his talent to our storefront for a once in a lifetime opportunity to actually watch him create a fabulous, one-of-a-kind piece”

*Karen Murray, Owner,  
Fivestory*

# MORPHEW



Fivestory Palm Beach

A replica of MORPHEW's New York Garment District workshop will be set up, offering a rare, behind the scenes access to how couture is created. Lyon and his team will design in real-time on draping mannequins for 2 days, during store hours. The materials used to create these unique dresses will be made with sustainable, recycled materials from vintage garments. These freshly designed, rare garments will be available for sale as soon they are finished.

Lyon designs from a “past meets present” perspective, using authentic vintage materials to create new high-fashion, one-of-a-kind couture. The MORPHEW GLAMOUR

ISLAND collection showcases one-of-a-kind MORPHEW designs Lyon created specifically for the Palm Beach market.

"I have tremendous respect and admiration for the fashion icons that have gone before me and the all-out glamour of Palm Beach," [states Jason Lyon, Designer and Co-owner of MORPHEW.](#) "The vintage materials, like silks, laces and beading, we use are truly of the highest quality. They have been carefully curated and sourced from around the globe then re-purposed into dazzling one-of-a-kind creations for today's vibrant and effortlessly chic Palm Beach women."

The MORPHEW LIVE event will begin on Friday, February 25th at 10AM and continue throughout the day and again all day on Saturday.

Later in the day on Friday, from 4PM to 7PM, there will be a cocktail reception to celebrate this special occasion.

Beginning at 5PM, MORPHEW presents....a "talk-back" with Jason Lyon and Bridgette Morpew (Founder of MORPHEW World) sponsored by Wölffer Estate Vineyard's "Summer in a Bottle" Rose.

This will be an incredibly special opportunity hear first-hand from leaders in the global fashion industry about topics such as: Sustainability; Couture; Designing for Women today; Fashion history and Incorporating Vintage into your wardrobe. Guests will be encouraged to participate throughout, ask questions and have a unique shopping experience.

A special Palm Beach curated MORPHEW Trunk Show, featuring the MORPHEW GLAMOUR ISLAND Collection will be available throughout the weekend.

"Fivestory is thrilled to have MORPHEW designer, Jason Lyon, bring his talent to our storefront for a once in a lifetime opportunity to actually watch a designer create a fabulous one-of-a-kind piece using vintage materials. Fivestory embraces and celebrates this type of creativity and is excited to offer his unique designs to the Palm Beach woman," states Karen Murray, Owner of Fivestory.

The MORPHEW GLAMOUR ISLAND collection contains carefully curated pieces from both MORPHEW Vintage and MORPHEW Collection ranging from Victorian era to 60's Pucci to 90's Cavalli to the newly designed Morpew Collection scarf dresses and Kaftans made from recycled authentic Saris from India and Japanese Kimono silks.



With regular features in the international press, MORPHEW strives to connect the past and the future in style. The MORPHEW Atelier and showroom is located in New York. MORPHEW Miami is located at the famed Faena Bazaar on Miami Beach. MORPHEW Collection and Vintage is available select retailers in Aspen, Los Angeles, Malibu, Montauk, [Palm Beach and Palm Springs](#) and well as online at [www.shopmorpheew.com](http://www.shopmorpheew.com).

## ABOUT

Trusted tastemakers since 2013, MORPHEW is an inspirational lifestyle brand collecting the most unique and inspired pieces of fashion's most iconic moments from around the globe, all sourced with any eye towards modern trends. Long known as the "insider's insider" and regarded as the perennial industry darling and go to resource for film, television, celebrities, and stylists.

MORPHEW COLLECTION is conceived and created by lauded American fashion designer, Jason Lyon. His pieces are made entirely by hand in the MORPHEW'S NYC Atelier from rare antique and vintage materials sourced from around the globe. The carefully selected sustainable vintage materials represent over a century of design. Many of the rich textiles used are one of a kind and no longer manufactured. Lyon carefully crafts each piece to preserve the hours of hand work and artisanal techniques of the materials, while creating a contemporary couture design and fit.

MORPHEW VINTAGE represents the finest collection of investment vintage fashion. Sourced globally, the collection dates back to the early 1900's. Each piece is selected with both quality and rarity in mind. MORPHEW assures that from rare Victorian laces to the most coveted designer collections, each piece authentic, well-documented, immaculately cared for and represents an important and valuable moment of fashion history.

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