

[1]

# 1994. Portrait of Alexandre Herchcovitch

Claudia Guimarães. Wheatpaste posters  
Courtesy of the photographer

[2]

## **2016. Mariane Calazans in the dressing room at the Fall/Winter 2016 collection show**

**Paulo Reis/Agência Fotosite. Beauty: Robert Estevão  
Wheatpaste posters. Courtesy of Agência Fotosite**

[3]

## **1994-1997. Soundtracks produced by Mitar Subotić (Suba)**

**Rhodia release 1994 show**

**Fall/Winter 1994 show**

**Atitude/Rhodia release 1994 show**

**Perfume release 1994 show**

**Rhodia release 1995 show**

**Spring/Summer 1995-96 collection show**

**Spring/Summer 1996-97 collection show**

**During the 1990s, music producer Mitar Subotić, aka Suba (Novi Sad, former Yugoslavia, 1961 – São Paulo, Brazil, 1999), was responsible for producing the innovative soundtracks of Alexandre Herchcovitch's fashion shows. This is a loving tribute to this great musician, professional, and friend.**

[4]

## **1995. Invitation to the Spring/Summer 1995-96 collection show**

This invitation was made using a school photo of Benjamin Herchcovitch, Alexandre's father, as a child.  
Offset print. Designer's Collection

[5]

## **1996. Invitation to the Fall/Winter 1996 show**

This invitation was made using a school photo of Regina Herchcovitch, Alexandre's mother, as a child.  
Offset print. Designer's Collection

[6]

## **2001. Invitation to the Fall/Winter 2001 show**

Offset print. Designer's Collection

[7]

## **1993**

Columbia show  
Graduation show, Faculdade Santa Marcelina

[8]

## **1994**

Rhodia Setila release show  
Fall/Winter 1994 show  
Spring/Summer 1994-95 collection show  
News report from *Jornal da Cultura*

[9]

## **1995**

Fall/Winter 1995 show  
Perfume release show  
Video: Ruth Slinger

[10]

## **1996**

Spring/Summer 1995/96 collection show  
(Humberto I Hospital)  
Fall/Winter 1996 show. Rhodia release show

[11]

## **1997**

Affiniti release show  
Fall/Winter 1997 show  
Video: Richard Luiz – Protótipo Filme  
Spring/Summer 1997-98 collection show  
Video: Richard Luiz – Protótipo Filme

[12]

## **2001. Image of the invitation to the Spring/Summer 2001-02 collection show**

Debby Gram. Wheatpaste posters  
Courtesy of the photographer

[13]

1.

## **Fall/Winter 1997**

Latex dress. Isabella Prata's Collection

[14] **2010. Fall/Winter 2010 collection show**  
Marcelo Soubhia/Agência Fotosite. Beauty: Celso Kamura.  
Wheatpaste posters. Courtesy of Agência Fotosite

[15] **1998**  
Spring/Summer 1998-99 collection show  
Fall/Winter 1998 show  
Videos: Richard Luiz – Protótipo Filme

[16] **1999**  
Fall/Winter 1999 show  
Spring/Summer 1999-2000 collection show  
Videos: Richard Luiz – Protótipo Filme

[17] **2000**  
Fall/Winter 2000 show  
Women's Spring/Summer 2000-01 show  
Men's Spring/Summer 2000-01 show  
Videos: Richard Luiz – Protótipo Filme

[18] **2001**  
Women's Fall/Winter 2001 show  
Men's Fall/Winter 2001 show  
Women's Spring/Summer 2001-02 show  
Men's Spring/Summer 2001-02 show  
Videos: Richard Luiz – Protótipo Filme

[19] **2002**  
Men's Fall/Winter 2002 show  
Women's Fall/Winter 2002 show  
Women's Spring/Summer 2002-03 show  
Videos: Richard Luiz – Protótipo Filme

[20] **2016. Invitation to the Fall/Winter 2016 collection show**  
During the administration of Mayor Fernando Haddad, Herchcovitch partnered with the São Paulo City Hall and developed unique transportation cards to be used as invitations to his fashion show, held in the City Hall building in the city center. This encouraged guests to go to the fashion show using public transportation.  
Adapted public transportation card.  
Daniel Raad's Collection

[21] **2008. Marcela Levy for the Spring/Summer 2008-09 campaign**  
Marcelo Krasilcic. Beauty: Robert Estevão  
Wheatpaste posters. Courtesy of the photographer

[22] **2014. Mariana Calazans for the Spring/Summer 2014-15 campaign**  
Miro. Beauty: Robert Estevão.  
Wheatpaste posters. Courtesy of the photographer

[23] **2010. Débora Müller for the Fall/Winter 2010 campaign**  
Henrique Gendre. Beauty: Robert Estevão  
Wheatpaste posters. Courtesy of the photographer

2.

[24] **1997**  
A. Special collection  
Leather mask with metal zippers. Designer's Collection

[25] **2004**  
B. Spring/Summer 2003-04  
Iron and felted acrylic wool hat. Designer's Collection

[26] **C. Spring/Summer 2003-04**  
Iron cutout and felted acrylic wool hat. Designer's Collection

[27] **D. Fall/Winter 2004**  
Hello Kitty-shaped leather bag. Designer's Collection

[28/29] **2008**  
E. Fall/Winter 2008  
Leather shoes and boots. Designer's Collection

[30/31] **2012**  
F. Spring/Summer 2012-13  
Embroidered and printed silk satin bag with steel parts and leather shoes. Designer's Collection

[32] **2015**  
G. Fall/Winter 2015  
Plastic shoe – in partnership with Melissa. Designer's Collection

[33] **undated**  
H. Bracelets of different collections  
Resin and crystals. Designer's Collection

[34]

## 2003

Women's Fall/Winter 2003 show  
Women's Spring/Summer 2003-04 show  
Men's Spring/Summer 2003-04 show  
Videos: Richard Luiz – Protótipo Filme

[35]

## 2004

Women's Fall/Winter 2004 show  
Men's Fall/Winter 2004 show  
Women's Spring/Summer 2004-05 show  
Men's Spring/Summer 2004-05 Show  
Videos: Richard Luiz – Protótipo Filme

[36]

## 2005

Women's Fall/Winter 2005 show  
Men's Fall/Winter 2005 show  
Videos: Richard Luiz – Protótipo Filme

[37]

## Backstage of the Fall/Winter 2012 collection show

Rafael Cañas/Agência Fotosite. Wheatpaste posters.  
Courtesy of Agência Fotosite

[38]

## Men's Fall/Winter 2012 show

The men's 2012 Fall/Winter collection, one of Herchcovitch's most acclaimed, was inspired by the traditional costumes of Eastern European Orthodox Jews.

Video: Richard Luiz – Protótipo Filme

[39]

## Image of the invitation to the Spring/Summer 2001-02 collection show

Debby Gram. Wheatpaste posters  
Courtesy of the photographer

[40]

3.

## Undated. Alexandre Herchcovitch's *Tallit*

Designer's Collection

[41]

## 2015. Marcelo Ferrari for Alexandre Herchcovitch's book published by Cosac Naify

Bob Wolfenson. Beauty: Celso Kamura.  
Wheatpaste posters. Courtesy of the photographer

[42] **1993. Artur Herchcovitch on the catwalk for the graduation collection**

Claudia Guimarães. Wheatpaste posters  
Courtesy of the photographer

[43] **2013. Isabel Hickmann for the women's Fall/Winter 2013 collection campaign**

André Schiliró. Beauty: Robert Estevão  
Wheatpaste posters. Courtesy of the photographer

[44] **2016. Women's Fall/Winter 2016 show**

The Fall/Winter 2016 collection was the last one designed by Herchcovitch for the brand that bears his name. This emotional fashion show was a historic farewell ceremony that brought back all his signature hallmarks. In 2022, the designer recovered the creative direction of the brand.

Video: Richard Luiz – Protótipo Filme

[45] **2012. Fabia Mayer in the Fall/Winter 2012 collection campaign**

Fábio Bartelt. Beauty: Lau Neves  
Wheatpaste posters. Courtesy of the photographer

[46] **2012. Thairine Garcia in the Fall/Winter 2012 collection campaign**

Fábio Bartelt. Beauty: Lau Neves  
Wheatpaste posters. Courtesy of the photographer

[47] **2006**

Women's Spring/Summer 2006-07 show

Video: Richard Luiz – Protótipo Filme

Women's Fall/Winter 2006 show, New York

[48] **Undated. Compilation of Cori fashion shows by Alexandre Herchcovitch.**

Between 2002 and 2007, Herchcovitch was the creative director of Cori, having as mission to rejuvenate the brand.

Video: Richard Luiz – Protótipo Filme

4.

[49] **2016. Fall/Winter 2016 show mock-up**

Alexandre Herchcovitch and José Marton.  
Mixed media. José Marton's Collection

[50] **2007. Fall/Winter 2007 show mock-up**

Alexandre Herchcovitch and José Marton.  
Mixed media. José Marton's Collection

[51] **Undated. Portrait of Regina Herchcovitch**

Debby Gram. Beauty: Celso Kamura. Photographic print on cotton paper. Courtesy of the photographer

[52] **2001. Johnny Luxo, Alexandre Herchcovitch, and Márcia Pantera**

Otávio Dias de Oliveira. Beauty: Celso Kamura and Carlos Formigari. Wheatpaste posters.  
Courtesy of the photographer

[53] **2007**

Women's Spring/Summer 2007-08 show

Men's Spring/Summer 2007-08 show

Women's Fall/Winter 2007 show

Men's Fall/Winter 2007 show

Videos: Richard Luiz – Protótipo Filme

[54] **2008**

Men's Spring/Summer 2008-09 show

Video: Richard Luiz – Protótipo Filme

[55] **2009**

Women's Fall/Winter 2009 show

Video: Richard Luiz – Protótipo Filme

Men's Fall/Winter 2009 show

Video: Richard Luiz – Protótipo Filme

Women's Spring/Summer 2009-10 show, New York

[56]

## 1997. Marina Dias in a photoshoot wearing a latex outfit

Paschoal Rodriguez. Beauty: Daniel Hernandez  
Wheatpaste posters. Courtesy of the photographer

[57]

## 2010

Women's Fall/Winter 2010 show  
Men's Fall/Winter 2010 show  
Women's Spring/Summer 2010-11 show  
Men's Spring/Summer 2010-11 show  
Videos: Richard Luiz – Protótipo Filme

[58]

## 2011

Women's Fall/Winter 2011 show, New York  
Men's Fall/Winter 2011 show  
Women's Spring/Summer 2011-12 show  
Men's Spring/Summer 2011-12 show  
Videos: Richard Luiz – Protótipo Filme

[59/60/61]

## 2015. Fall/Winter 2016 campaign

Pedrita Junckes in collaboration  
with the artist Mônica Piloni.

Wheatpaste posters.  
Courtesy of the photographer

[62]

## 1986. First skull drawn by the designer

When he was still a teenager, Herchcovitch drew this skull, which later became an icon of his style and brand, used both as a print and as part of his logo.

China ink on tracing paper. Designer's Collection

[63]

## 1997. Alexandre Herchcovitch in a photoshoot for Vogue magazine

Claudia Guimarães. Wheatpaste posters  
Courtesy of the photographer

5.

[64]

## Fall/Winter 1998

Natural latex, a material that Herchcovitch has used throughout his career, has an organic origin. This is why it deteriorates over time, and this piece is an example of such process.

Latex piece. Designer's Collection

[65]

## 2012

Women's Fall/Winter 2012 show  
Herchcovitch; Jeans Fall/Winter 2012 show  
Videos: Richard Luiz – Protótipo Filme

[66]

## 2012

Women's Spring/Summer 2012-13 show  
Women's Spring/Summer 2012-13 campaign  
Videos: André Schiliró, Model: Alicia Kuczman

[67]

## 2012

Men's Spring/Summer 2012-13 show  
Herchcovitch; Jeans Spring/Summer 2012-13 show  
Videos: Richard Luiz – Protótipo Filme

[69]

## 1997. Marina Dias in a photoshoot wearing latex outfit

Paschoal Rodriguez. Beauty: Daniel Hernandez  
Wheatpaste posters. Courtesy of the photographer

[70]

## 1993. First fashion show – Columbia

Claudia Guimarães. Wheatpaste posters  
Courtesy of the photographer

[71]

## 1993. Johnny Luxo in the first fashion show – Columbia

Claudia Guimarães. Wheatpaste posters  
Courtesy of the photographer

[72]

## 1997. Untitled

Alexandre Herchcovitch. Leather, wood, and steel  
Charles Cosac's Collection

[73]

## 2001. Panties from the graduation show, 1993

Photo for Alexandre Herchcovitch's first book, published by Cosac Naify, showing a piece from the designer's graduation collection in 1993.

Otávio Dias de Oliveira. Wheatpaste posters  
Courtesy of the photographer

[74] **2013**  
Herchcovitch;Jeans Spring/Summer 2013-14 show  
Herchcovitch;Jeans Fall/Winter 2013 show  
Videos: Richard Luiz – Protótipo Filme

[75] **2014**  
Women's Fall/Winter 2014 show  
Video: Richard Luiz – Protótipo Filme  
Women's Fall/Winter 2014 campaign  
Video: André Schiliró, Model: Isabel Hickmann  
Women's Spring/Summer 2013-14 show  
Video: Richard Luiz – Protótipo Filmes  
Women's Spring/Summer 2013-14 campaign  
Video: André Schiliró, Models Fabiana Mayer and Isabel Hickmann

[76] **2014**  
Women's Spring/Summer 2014-15 show  
Women's Fall/Winter 2014 show  
Herchcovitch;Jeans Fall/Winter 2014 show  
Videos: Richard Luiz – Protótipo Filme

[77] **1994. Beth Prado and Claudia Liz in the backstage of the Fall/Winter 1994 show, Phytoervas Fashion**  
Zé Takahashi. Beauty: Duda Molinos and Mauro Freire  
Wheatpaste posters. Courtesy of Zé Takahashi Team

[78] **2000. Video-Performance**  
Performers: Geanine Marques and Maurício Ianês

[79] **1994. Virginia Punko in a photoshoot for Vogue magazine**  
Claudia Guimarães. Beauty: Duda Molinos  
Wheatpaste posters. Courtesy of the photographer

[80] **1994. Geanine Marques in a photoshoot for Vogue magazine**  
Claudia Guimarães. Beauty: Duda Molinos  
Wheatpaste posters. Courtesy of the photographer

[81] **2015**  
Women's Fall/Winter 2015 campaign  
Video: Fábio Bartelt, Model: Mariane Calazans

[82] **2016**  
Fashion show of the special collection of Herchcovitch;Alexandre for C&A

[83] **2023**  
Fall/Winter 2023 show  
Video: Oitavo Filme

[84] **2023. Spring/Summer 2023-24 collection show**  
After six years away, Alexandre Herchcovitch recovered the creative direction of the brand in 2022 and showed his creations again in 2023.  
Video: Oitavo Filme

[85] **2014. Actress Camila Pitanga for the Fall/Winter 2014 campaign**  
Bob Wolfenson. Beauty: Camila Pitanga  
Photographic print on cotton paper.  
Courtesy of the photographer

[86] **2001. Model and TV host Caroline Ribeiro for the Fall/Winter 2001 show**  
Marcia Fasoli. Beauty: Celso Kamura  
Wheatpaste posters. Courtesy of the photographer

[87] **2024. The print used on the exhibition carpet is a reprint of the one created for the men's Fall/Winter 2016 collection**  
Courtesy of the designer and Tapetes São Carlos



[88] **2002. Spring/Summer 2002-03**

Dress and hat in silk georgette, cotton, and polyester. Designer's Collection

[89] **2002. Spring/Summer 2002-03**

Dress in silk georgette, cotton, and polyester. Designer's Collection

[90] **2013. Fall/Winter 2013**

Printed silk satin bustier, dress, and skirt. Designer's Collection

[91] **2006. Fall/Winter 2006**

Printed silk georgette dress. Designer's Collection

[92] **1999. Spring/Summer 1999-2000**

Organza silk dress.. Designer's Collection

[93] **1995. Fall/Winter 1995**

Acrylic wool dress with metallic zipper, hand-knitted by Regina Herchcovitch. Designer's Collection

[94] **1998. Spring/Summer 1998-99**

Dress in silk crepe and spandex. Designer's Collection

- [95] **2007. Spring/Summer 2007-08**  
Cotton blouse embroidered with beads, wooden necklace and beads. Designer's Collection
- [96] **2012. Spring/Summer 2012-13**  
Collection inspired in Boy George, former lead singer of the British group Culture Club and a major inspiration for Herchcovitch. Dress in silk canvas and cotton satin, hat in partnership with Stephen Jones, silk scarf. Designer's Collection
- [97] **1997. Fall/Winter 1997**  
Wool dress. Designer's Collection
- [98] **2014. Spring/Summer 2014-15**  
Dress in cotton twill and linen. Designer's Collection
- [99] **2016. Fall/Winter 2016**  
Dress in cashmere and silk tricolore, with viscose grosgrain ribbon details. Susana Barbosa's Collection
- [100] **2016. Fall/Winter 2016**  
Silk dress with viscose and silk ribbon appliqués, chrome-plated iron rings. Chiara Rodello's Collection
- [101] **2014. Fall/Winter 2014**  
Polyester tulle dress. Designer's Collection
- [102] **2007. Fall/Winter 2007**  
Dress made from plastic garbage bags and silk. Designer's Collection
- [103] **2007. Fall/Winter 2007**  
Wool overalls. Designer's Collection
- [104] **2010. Spring/Summer 2010-11**  
Dress in silk satin and lace. Designer's Collection
- [105] **2010. Spring/Summer 2010-11**  
Silk satin jacket, polyamide and spandex bodysuit. Designer's Collection
- [106] **2011. Spring/Summer 2011-12**  
Silk satin dress. Designer's Collection
- [107] **2011. Spring/Summer 2011-12**  
Dress in cotton and silk cutouts. Designer's Collection
- [108] **2011. Fall/Winter 2011**  
Dress in wool and polyamide lace. Designer's Collection
- [109] **2011. Fall/Winter 2011**  
Coat in fake astrakhan and silk georgette. Designer's Collection
- [110] **2013. Spring/Summer 2013-14**  
Silk satin jacquard dress. Designer's Collection
- [111] **2023. Spring/Summer 2023-24**  
Dress in black leather and cloqué jacquard. Designer's Collection
- [112] **2023. Spring/Summer 2023-24**  
Printed neoprene overalls. Designer's Collection
- [113] **1993. Custom-made piece for Johnny Luxo**  
Polyester fabric overalls. Johnny Luxo's Collection
- [114] **2006. Fall/Winter 2006**  
Cutout wool suit. Daniel Raad's Collection
- [115] **1993. Graduation collection**  
Hand-painted polyamide fabric dress, worn by Johnny Luxo. Designer's Collection
- [116] **2001. Fall/Winter 2001**  
Wool jumpsuit with spandex, fake leather, and embroidered silk georgette. Designer's Collection
- [117] **2001. Fall/Winter 2001**  
Cotton blouse embroidered with reflective sequins. Designer's Collection
- [118] **2001. Spring/Summer 2001-02**  
Silk georgette dress with aluminum chains. Designer's Collection
- [119] **1999. Fall/Winter 1999**  
Wool dress. Designer's Collection
- [120] **1996. Spring/Summer 1996-97**  
Cotton denim skirt-pants. Designer's Collection
- [121] **1994. Special collection**  
Recycled soccer T-shirt, polyamide. Designer's Collection
- [122] **1985. Grosgrain dress made for Regina Herchcovitch**  
Designer's Collection
- [123] **2006. Spring/Summer 2006-07**  
Dress in silk and cotton. Designer's Collection
- [124] **2002. Fall/Winter 2002**  
Gobelin jacquard dress with polyester lining. Designer's Collection
- [125] **1996. Embroidered satin wedding dress made for Dora Longo Bahia**  
Private Collection
- [126] **1993. Hand-painted polyamide dress made for Dora Longo Bahia**  
Private Collection
- [127] **2010. Fall/Winter 2010**  
Wool dress with metal studs and embroidered crystals. Designer's Collection
- [128] **2010. Fall/Winter 2010**  
Dress in wool crepe, polyamide, and polyester. Designer's Collection
- [129] **2009. Fall/Winter 2009**  
Cotton satin jacket with synthetic fur and embroidered sequins. Designer's Collection
- [130] **2016. Fall/Winter 2016**  
Wool coat with silk and viscose ribbon appliqués, mixed cotton cuffs, and metallic rings. Designer's Collection
- [131] **2016. Fall/Winter 2016**  
Top in silk, cotton, viscose, spandex polyamide, and metallic rings. Designer's Collection
- [132] **2009. Spring/Summer 2009-10**  
Cotton blouse with embroidered beads. Designer's Collection
- [133] **1995. Spring/Summer 1995-96**  
Cotton, polyester, and metallic thread band. Designer's Collection
- [134] **1995. Spring/Summer 1995-96**  
Cotton, polyester, and metallic thread band. Designer's Collection
- [135] **1995. Spring/Summer 1995-96**  
Cotton, polyester, and metallic thread band. Designer's Collection
- [136] **2001. Fall/Winter 2001**  
Cotton dress embroidered with reflective sequins developed exclusively for Herchcovitch. Designer's Collection
- [137] **2010. Fall/Winter 2010**  
Printed silk vest with metal studs and crystal application. Designer's Collection
- [138] **2009. Spring/Summer 2009-10**  
Printed cotton overalls. João Marcos de Almeida's Collection
- [139] **2012. Spring/Summer 2012-13**  
Cotton and nylon jacket. João Marcos de Almeida's Collection
- [140] **2012. Spring/Summer 2012-13**  
Cotton and nylon jacket. João Marcos de Almeida's Collection
- [141] **2014. Fall/Winter 2014**  
Polyester and nylon printed coat. João Marcos de Almeida's Collection
- [142] **2010. Spring/Summer 2010-11**  
Wool and silk satin overalls. Designer's Collection
- [143] **1999. T-shirt made from recycled pieces of band T-shirts, special edition**  
Printed cotton. Designer's Collection
- [144] **2012. Spring/Summer 2012-13**  
Dress made of recycled vintage silk. Designer's Collection
- [145] **1993. First fashion show – Columbia**  
Corset with horse tail. Designer's Collection

[146]

## **2012. Fall/Winter 2012**

**Leather coat, viscose fringed cotton shirt, and wool pants  
2012/2024. Museu Judaico de São Paulo Collection**

[147]

## **2012. Fall/Winter 2012**

**Cotton gabardine coat and industrial knit pants  
2012/2024. Museu Judaico de São Paulo Collection**

[148]

## **2012. Fall/Winter 2012**

**Viscose fringed cotton shirt and wool pants  
2012/2024. Museu Judaico de São Paulo Collection**

[149]

**The men's Fall/Winter 2012 collection, one of Herchcovitch's most acclaimed, was inspired by the traditional costumes of Eastern European Orthodox Jews. The looks shown here were especially re-edited for this exhibition.**

[150]

## **2012. Fall/Winter 2012**

**Coat, embroidered wool pants and band, cotton shirt  
2012/2024. Museu Judaico de São Paulo Collection**

[151]

## **2012. Fall/Winter 2012**

**Wool vest and pants, printed cotton shirt, leather gloves,  
wool and synthetic fur hat 2012/2024. Museu Judaico  
de São Paulo Collection**