**SACRED FASHION ANNA GORDON LAUNCHES FIRST COLLECTION**

**By: Kelly A. Calhoun**

Sacred Fashion Anna Gordon is set to launch its high end ready-to-wear womens collection for Spring/Summer. So, we are naturally curious as to: Why Anna Gordon? Why “Sacred” Fashion?

Anna Gordon is a tall, stunning blonde from Vero Beach, Florida who, after attending Clemson University, began her career as a model. Gordon is fulfilling her dream of combining her high-end modeling career with a high-end fashion company.

Unlike other revered fashion empires which go by a single name only (think Gucci and Christian Dior), Gordon chose the combination of her name, Anna Gordon, paired with Sacred Fashion for a reason: her innovative, dual vision of the fashion industry.

She plans to create Collections that embrace the “Anna Gordon” vision of ready-to-wear women’s fashion composed of classically elegant attire and accessories for a sophisticated clientele. Her second Collection is currently in the works and is due to be released for Fall/Winter 2015. This Collection will include a handwoven coat sewn by weavers in the Blue Ridge Mountains of Asheville, NC. Both Collections include sterling silver jewelry made by a metal smith. Anna also plans to create special Signature Collections inspired by people, things or events that we cherish, that we adore…that are “Sacred.” As an example, she has plans for a separate children’s collection because as everyone knows, including Gordon (a mother), all children are “Sacred.”

And that adoration for family, in particular a man that she has cherished forever, her grandfather, George F. Hamner Sr., is the true inspiration for her return to Vero Beach to launch her first “Sacred” Collection in his honor.

George Hamner, or “Big” as he was affectionately known by family and friends, was from the old school. Being a decorated war veteran, champion philanthropist and legendary Vero Beach businessman; he valued Sacred American virtues of fair play, hard work and kindness and practiced them every day of his life. He came from a time and place where your word was your bond and a handshake was a deal.

In 1966 “Big” moved to Vero Beach, and the rest, as they say, is history. He had a profound effect on the citrus industry in Indian River County and beyond, serving as President and Chairman of the Indian River Citrus League and receiving the John T. Leslie Award of Excellence and Leadership presented by the Florida Citrus Packers.

A member of World Wars II’s “Greatest Generation,” he was able to put aside battlefield differences and bring citrus to the Japanese, by negotiating tariffs so that the Japanese export markets could afford citrus—perhaps his greatest accomplishment and certainly one that required exceptional emotional intelligence.

In honor of this remarkable man, Gordon’s first collection includes a very special signature piece, The Citrus Dress—a stunning, flowing incorporation of beautiful silk in a dazzling yellow-sunshine color. The Citrus Dress will be worn in your honor with style, Sir.

The remaining five custom-made dresses are composed of beautiful tropical colors utilizing intricate, exquisite textiles and will be on display for buyers at the Premier Luxe Showroom of the Atlanta ApparelMart. Sacred Fashion was selected to showcase an item from the Spring/Summer Collection during a fashion show at the ApparelMart. This garment will grace the catwalk for the very first time next month.

Finally, what’s the story behind Gordon’s innovative choice for her fashion logo: a silver, circular symbol joined at the center with two smaller circles inside? According to Gordon, she chose the color silver because of its reflective, lustrous quality which signals a time of reflection and change of direction as it illuminates the way forward. Something that her grandfather did not so long ago. And, something that Gordon, following in his footsteps, aspires to do in the future by using the power of fashion to transform lives.

The logo’s circular symbol joined in the center is indicative of Gordon’s dual vision of both high-end women’s Collections and Sacred Signature Collections. The smaller circles signify the two fashion lines being launched locally in Vero Beach and the large circles signify the eventual expansion of the two fashion lines globally. Interesting.

**Sacred Fashion Anna Gordon.**

**Let’s keep an eye on them as they illuminate Vero Beach in a “BIG” way on their journey to become a benchmark of global fashion.**