



HEATHER
HARLAN

Spring '24

WOMEN UNITE

This season, I invited three dear friends to try on all the new spring pieces and shoot pictures. It was an adventurous, inspiring day and a powerful experience for me to be surrounded by the support of strong, smart, hilarious, badass women who share my love of fashion and want to see me succeed. All three are mothers, one is an artist, one a fashion designer like me, and one the director of a university entrepreneurship program. And now they can add model to their resumes. Women can do anything, especially when we unite.





Jessica wears the Army Shirt Dress in black & white Japanese cotton dress stripes. Relaxed proportions inspired by a vintage men's size XL Army shirt. Stays in your wardrobe forever, works for just about any occasion, travels well.






Merrie and I became friends through our daughters. At shoot time, we'd just dropped them both off at their respective colleges for the first time, and are sharing in both the joy and heartbreak of that moment as moms.

Merrie is wearing what I consider my most signature piece--the Long Shirt. This Japanese crinkle cotton is an absolutely seasonless fabric and the perfect vehicle for this versatile style. Now in black, it really does take you anywhere. Great travel piece. Has side seam pockets. Flatters a lot of different body shapes.







I love the color parchment as a replacement for camel this spring. The Balmacaan is a loose overcoat cut in a premium Japanese plain weave cotton. Great for layering over sweatshirts and sweaters in the earlier spring months. Fully lined in a signature stripe.



Merrie is an artist (& yogi) and doesn't wear much black in her real life. But I think she looks so chic and cool in this very relaxed all-black look. Cotton Gauze Twill Body Shirt & Cargo Harem pant in a new fabric I'm excited about this season, Tencel-Cotton Canvas. Both pieces are garment-dyed, which gives them a special lived-in character.





The Overall is garment-dyed black in a Tencel-cotton canvas. A halter strap is adjustable.

Back waist is elasticated. Classic workwear details include: zipper chest pocket, hammer loop and side button closures. You could paint in this and then head straight out for cocktails.



Inspired by menswear but so feminine and fun to wear. The Party Dress is made in a cool-handed, taffeta-like cotton-nylon shirting from Japan. The pleated skirt has sideseam pockets, and a hidden button placket goes all the way down the center of the dress for a clean, polished look. Bra-friendly, comfortable, cool.



Liz is wearing the
Patch Pocket
Shirtdress in
Tencel-cotton canvas.

It's garment-dyed a
soft Wedgwood blue,
creating a unique,
lived-in texture and a
beautiful wash of
color. Very relaxed
straight shape, drop
shoulder, simple
rolled sleeve and
button front.



Jessica wears the Asymm Shirt in crisp, cool-to-the-touch pinstripe cotton-nylon. The oversized silhouette has a snapped asymmetric hem and a high vent at the back. The hidden button placket keeps this clean, modern, chic.





Waisted Shirt in
timeless Thomas
Mason English
Stripe cotton.
Relaxed shoulder
and nipped-in
waist give
feminine contrast
to a classic
menswear fabric.
With Denim
Workpant.





Swing Shirt & Work
Short in pink/white
Reverse Stripe, a
refined Japanese
cotton. I love a good
"set" and Liz says she'd
even wear this to work.





Liz and I became friends through our sons (she has twins). She makes me laugh every time I see her, and she had us--and herself--cracking up at the shoot.

Signature Long Shirt in parchment crinkle cotton. Wear as a dress in spring and summer, and over jeans as a modern white shirt in fall and winter.





Jess wears the Boilersuit in seasonless crinkle cotton. Zip-front, elasticated back waist, relaxed but not too oversized fit. Jess and I worked together for quite a few years as designers--so we have that shared experience of having been part of a great design team, and true love of fashion. She's a mom now, too.







PHOTOGRAPHY | Ruvan Wijesooriya

MODELS |

Merrie Koehlert

Jessica Greenberg

Elizabeth Rich

SALES | Franklin Showroom NYC

DESIGN + LOTS OF OTHER STUFF | Heather Harlan

IG | @heatherharlandesign

SHOP | www.heatherharlan.net

Heather Harlan launched her namesake brand in 2022, a collection centered around reinterpreting a classic menswear staple—the shirt—with a feminist twist. Heather infuses her designs with functionality and her own distinctive language of style, creating pieces that are versatile, and equal parts practical and chic. Drawing inspiration from feminists past and present, she hopes to foster a sense of empowerment, self-expression, and unity among women.

Heather brings more than two decades of experience designing and building successful womenswear brands. Committed to supporting the local economy and small business, each piece is expertly crafted in the USA using the finest materials.