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# Essence Fest Fashion: Fun and fierce looks, despite New Orleans heat, highlight 1st day of festival

BY SUE STRACHAN | Staff writer JUL 5, 2019 - 11:15 PM

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Raven Davis of Brooklyn, N.Y. wore an Ivy Park dress (Ivy Park is a collaboration between Adidas and Beyonce), Nike sneakers, and a Louis Vuitton handbag to her first Essence Festival in New Orleans on Friday, July 5, 2019.

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STAFF PHOTO BY CHRIS GRANGER

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Chris Granger

It was the first night of Essence Festival presented by Coca-Cola, with the Mercedes-Benz Superdome not only the center of music, but of fashion.

The challenge for festival-goers is balancing the heat of New Orleans with the arctic temperatures inside. The crowd pulled it off with a mix of online finds and designer looks from Gucci, Valentino and Ferragamo. Many added distinct touches to their ensembles — making fashions all their own. For the women who wore the highest of heels, there were vendors outside selling flip-flops for later in the night when feet are feeling it.

Attendees came from around the globe — from as far away as South Africa to closer to home, with many saying it was their first time at the festival.

New this year at Essence is the Fashion House at Gallier Hall, which got a kick-off on Wednesday, July 3 at the Gucci Changemakers party.

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