

HESSE FLATOW

Asare, B. (2025, September 8). Keeping Tabs: Cecilia Salama, Art Director at Tory Burch. coveteur.com. <https://coveteur.com/keeping-tabs-cecilia-salama-tory-burch>.

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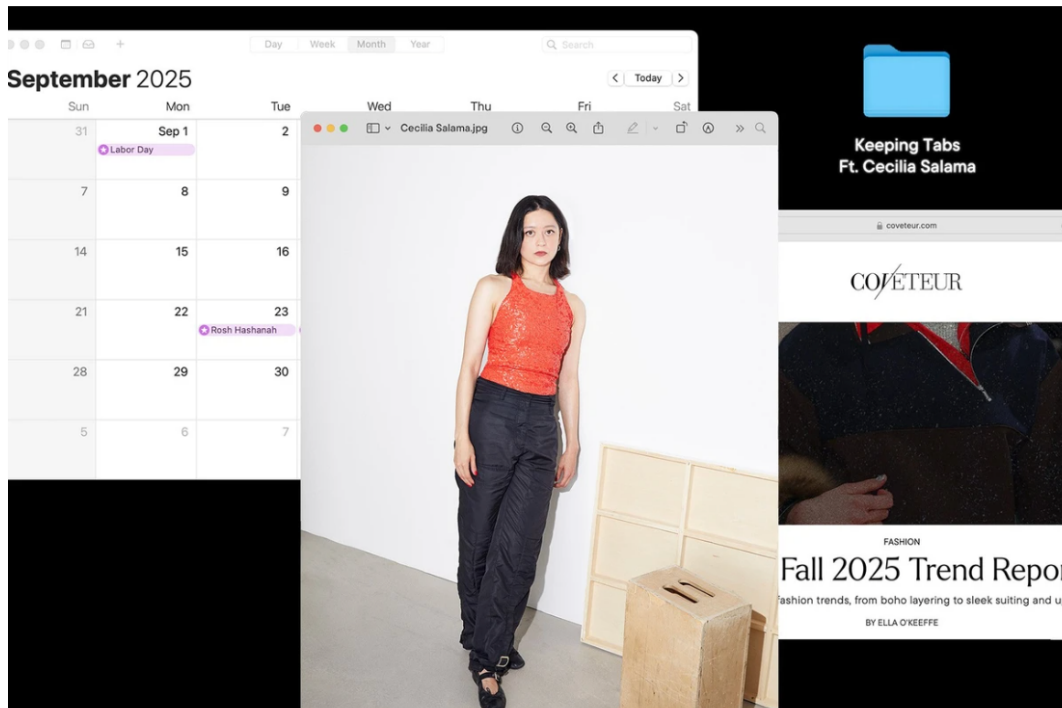
LIVING



FASHION

Keeping Tabs: Cecilia Salama, Art Director At Tory Burch

Browsing Vestiaire and redecorating your apartment are good for the soul.



BY BIANCA ASARE
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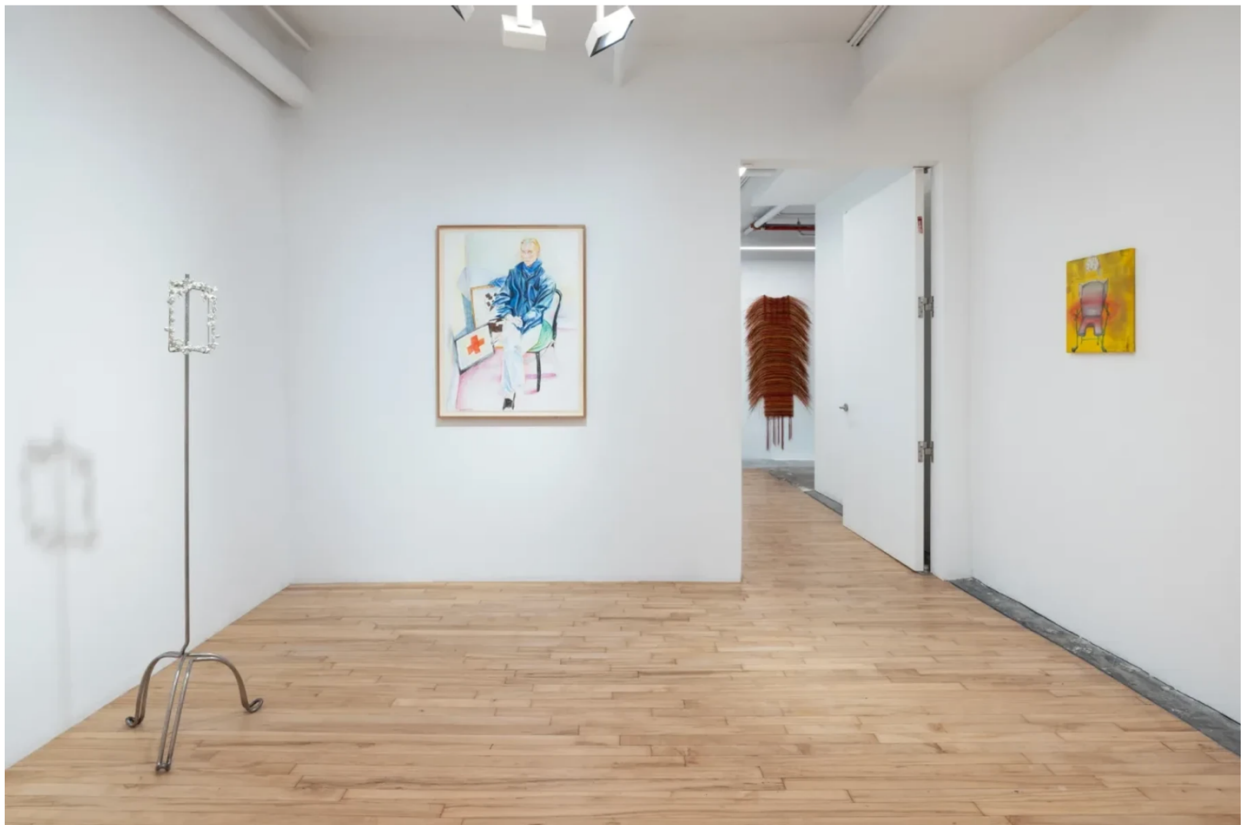
In Keeping Tabs, the world's most stylish people share their search history and current open tabs—what they're searching, saving, reading, and buying for your reading (and shopping) pleasure.

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Cecilia Salama signed onto our video call in an unmistakable Simone Rocha Negligee Trompe L'oeil t-shirt and a clear enthusiasm for the work she has coming up: her first curated art show in years, a deep-dive into the intersection of art and fashion, titled "As beautiful as the chance encounter with a sewing machine."

"I've noticed a lot of artists referencing fashion or making work about fashion. I wanted to investigate why that was," Salama says. "I kind of think of it in the same way as how I dress myself in the morning. Everyday is different depending on my mood and I wondered if artists had a similar way of styling and putting things together. And did their own personal style affect those choices?"



Salama is no stranger to the worlds of art and fashion, though, and this is by no means her first foray. She studied art in college, worked at a boutique on Madison Avenue, held roles at luxury jewelers Tiffany & Co and David Yurman, and spent her free time curating art shows around New York City. "I've always had this passion for trying to find the space between art and fashion," she says. And she might've just struck gold when she landed the role that she remains in to this day: art director at Tory Burch, where she handles all the photography, social media, and visual strategy for the brand. With Tory Burch's recent transformation from preppy to modern and even edgy with sheer, mesh fabrics and '60s-inspired silhouettes, the rebrand has the likes of Hailey Bieber and Emily Ratajkowski giving their cool girl stamps of approval.

In honor of Salama's art show, which opened on September 5th and runs through October 4th at Hesse Flatow, and a return to her roots, we got the lowdown on what's keeping her preoccupied outside of work (hint: browsing a secondhand clothing website and listening to one of our favorite pop girls).

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What's Entertaining You?



Watching: "I keep watching the film 'Working Girl' on repeat recently. It feels very soothing and there's this aspirational quality of being a professional woman in New York and making the hustle work for you."

Listening: "I've been really loving [Addison Rae](#)'s album, especially the song 'New York'. I don't know, maybe I'm very New York-centric right now."

Reading: "I'm reading 'Franny And Zoey' right now. I never finished it before."

What's In Your Cart?



Missoni Rajmahal Round Rug: "I'm redecorating my apartment, so there's this Missoni rug that I really want. There is also a bar cart from the '50s from France, but it's actually in Spain right now, and I'm negotiating having it sent here disassembled."

Prada Silk Mid-Length Skirt: "I've been trying to be more frugal this year, but I've been looking at a lot of things on Vestaire, which is one of my favorite websites. This Prada skirt has a storm map on it."

Vintage Balenciaga T-Shirt: "This vintage Balenciaga t-shirt has a bunch of uptight women on it. For some reason I really want it."

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What Are You Saving?



iS Clinical Cleansing Complex: "I'm a big iS Clinical girl. I think all of their products are amazing for skincare, especially their cleansing complex."

Victoria Beckham Cheeky Posh: "The shade 'major' is major."

What Are You Browsing?



Instagram: "I'm definitely on Instagram a lot for work. I love looking at the Pop Mag Instagram. I also love [@databutmakeitfashion](#)."

TikTok: "I try to stay off TikTok except for work, but I do have an account for my dog."