



# FASHION TALK

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The University of Hong Kong

6 March

Cecile Bideau

# Summary

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Introduction

I- High Fashion Couture and ready to wear

II- 3 of the main French designers

III- Famous areas and shops in Paris

IV- Schedule of fashion events in Paris

Conclusion





# Introduction

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- When I say: “Paris”! What are you thinking about?
- For you, what do Paris and France represent ?
- What is French Fashion for you ?

# I -High Fashion Couture and Ready to Wear

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# High Fashion Couture and Ready to Wear

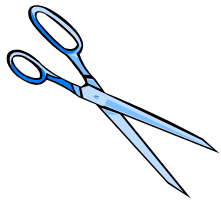
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# What is “Haute Couture”?

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- It is a Label, award by “The Chamber of High Couture”
- Respect 4 rules :

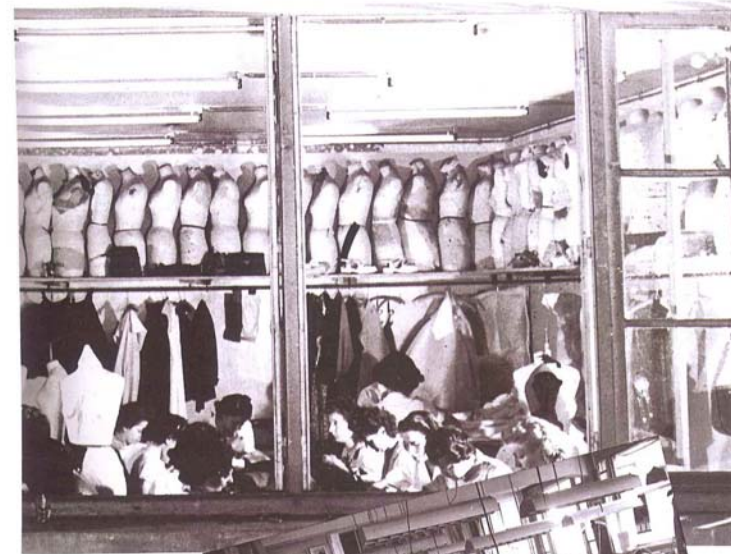


# 2 Collections

- Present 2 collections per year:
  - Fall winter
  - Spring summer



# Hand Drawing and Measure to Measure





# 75 Styles

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On real Model

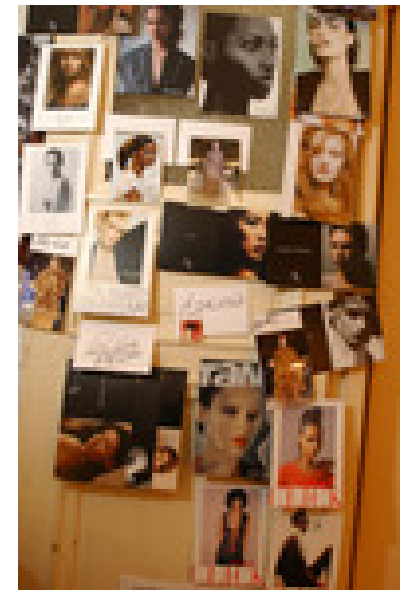
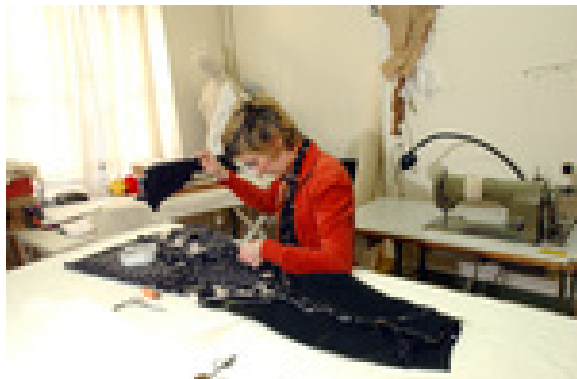


The designer have to present 75 styles

# Workshop

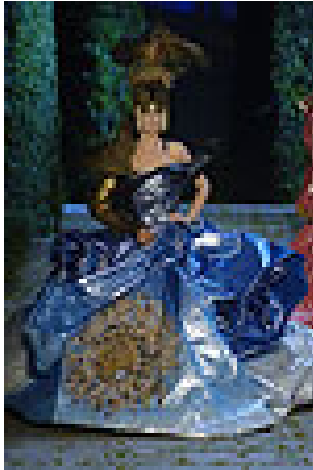
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- ❑ The work shop have to be at the headquarter
- ❑ They have to employ minimum 20 peoples.



# 10 “Haute Couture” House

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# Christian Dior

by Galiano



Spring/summer fashion show 2007

# Chanel

By Lagerfeld



Spring/summer fashion show 2007

# Christian Lacroix



Spring/summer fashion show 2007

# Jean-Paul Gauthier

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Spring/summer fashion show 2007

# Adeline Andre

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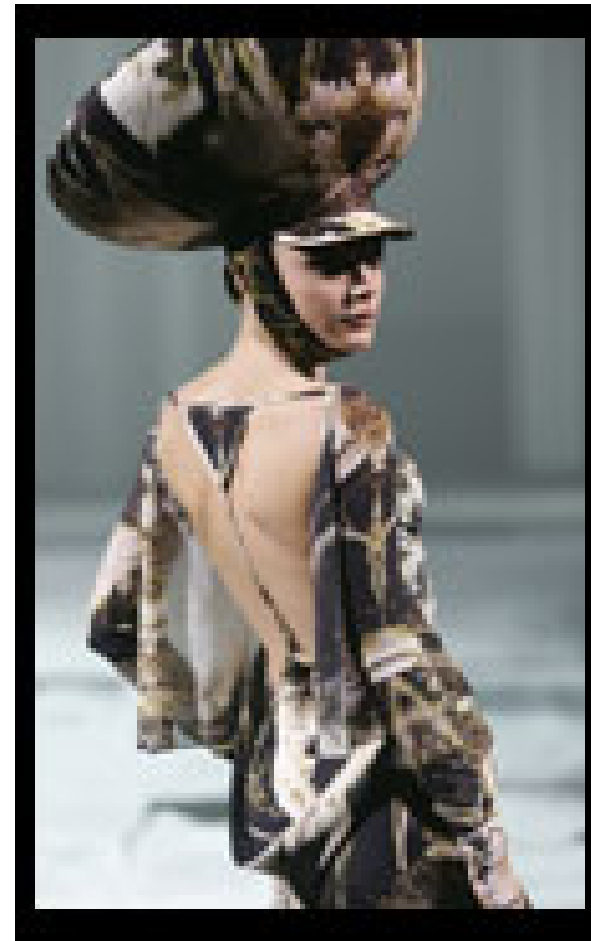


Spring/summer fashion show 2007



# Givenchy

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Spring/summer fashion show 2007

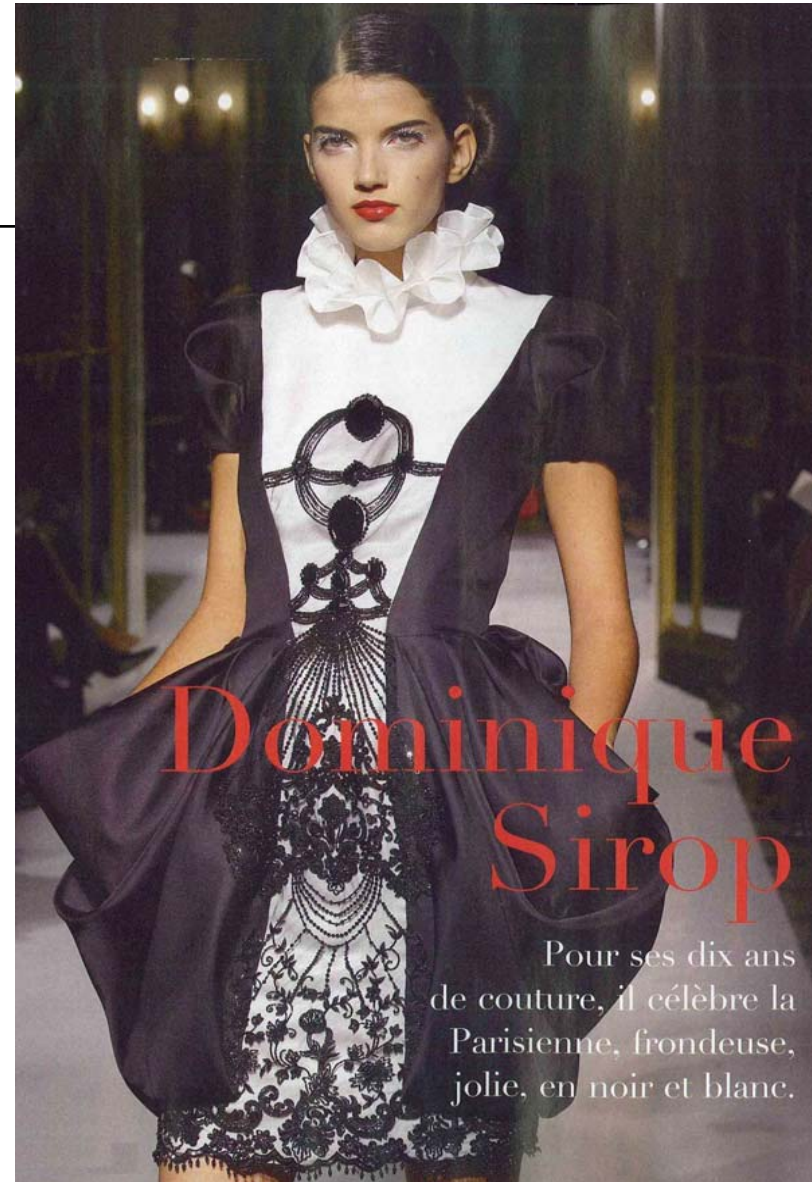
# Jean Louis Scherrer



Spring/summer fashion show 2007

# Dominique Sirop

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Spring/summer fashion show 2007

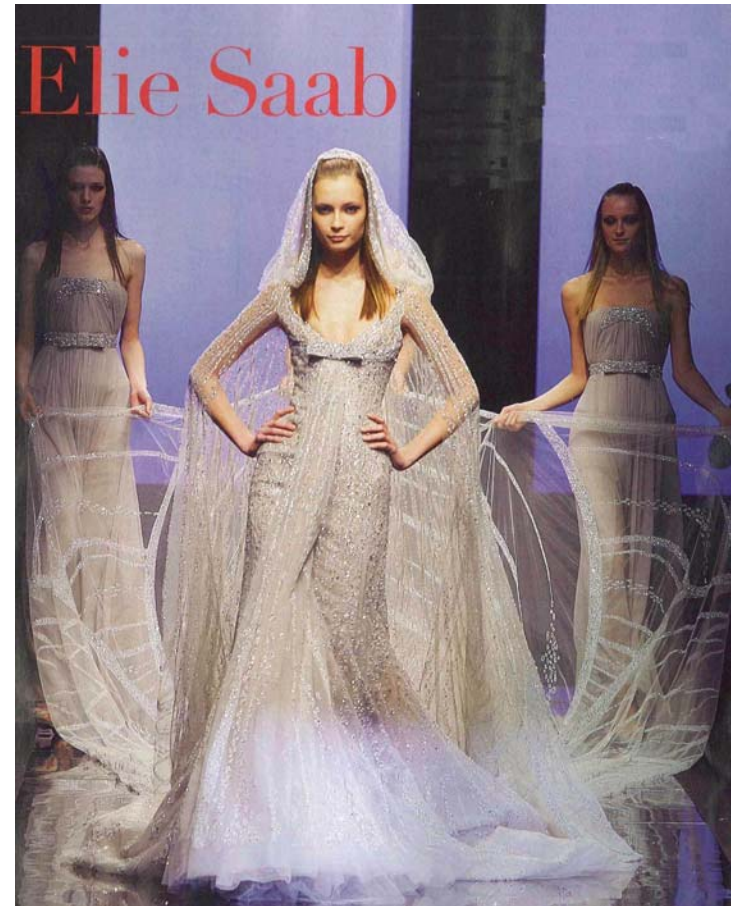
# Franck Sorbier



Spring/summer fashion show 2007

# The Famous House

- Every year there is a non labeled fashion designer invited by the ‘HauteCouture’ chamber for a fashion show:
  - Valentino
  - Elie Saab
  - Armani.



Spring/summer fashion show 2007

# The Young Designers

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□ And they also sponsor some young designer:

- ADAM JONES
- ANNE-VALÉRIE HASH
- BOUDICCA
- CARVEN
- CATHY PILL
- CHRISTOPHE JOSSE
- EYMERIC FRANCOIS
- FELIPE OLIVEIRA BAPTISTA
- GUSTAVO LINS
- LEFRANC.FERRANT
- MAISON MARTIN MARGIELA
- MARC LE BIHAN
- MAURIZIO GALANTE
- NICOLAS LE CAUCHOIS
- ON AURA TOUT VU
- RICHARD RENÉ
- GÉRALD WATELET



MAISON MARTIN MARGIELA

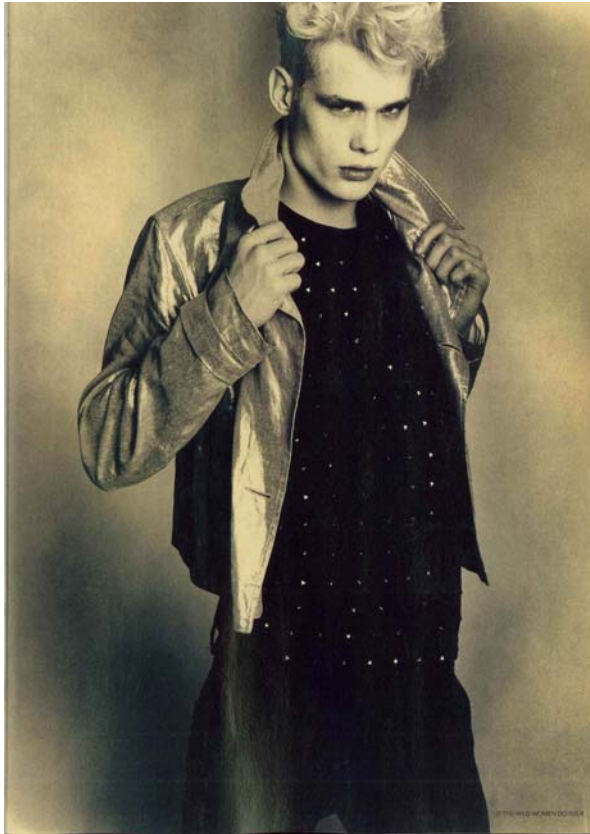
# What is Ready to Wear?

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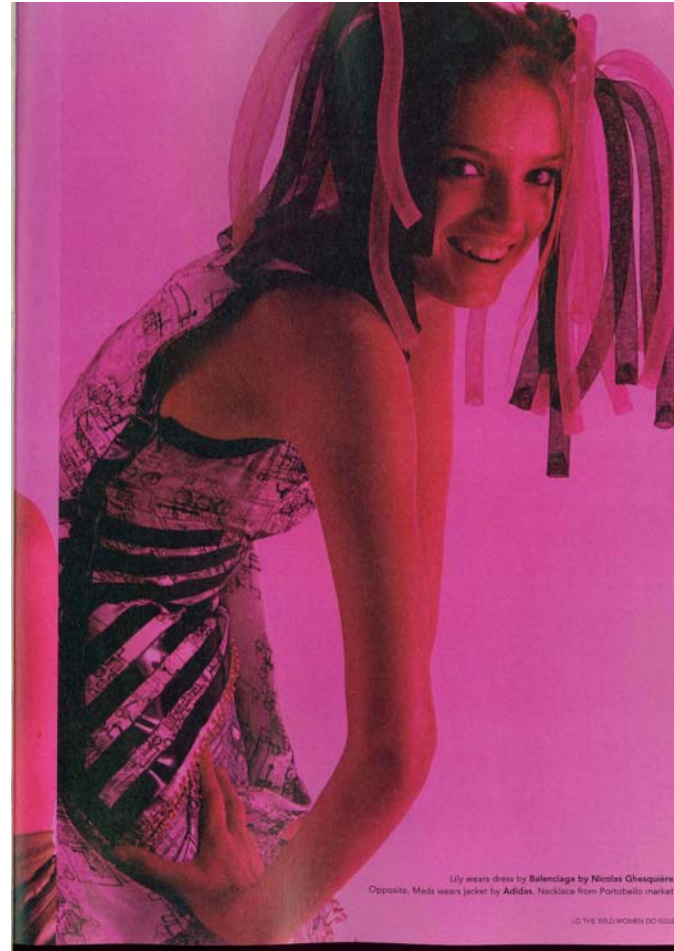


# Clothes already cut and sew

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Ready to sell



Lily wears dress by Balenciaga by Nicolas Ghesquiere.  
Opposite, Mads wears jacket by Adidas. Necklace from Portobello market.



# Fashion Shows

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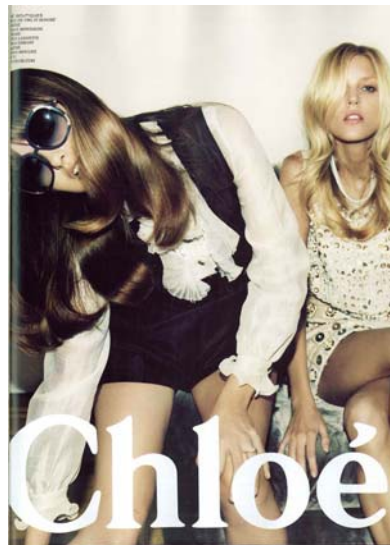
# Young Designers



Martine Sitbon



Sonia Rykiel



Chloe



Marithe et Francois Girbaud

# Brands

Lacoste



Louis Vuitton



Lanvin



Hermes



# Fashion Designer

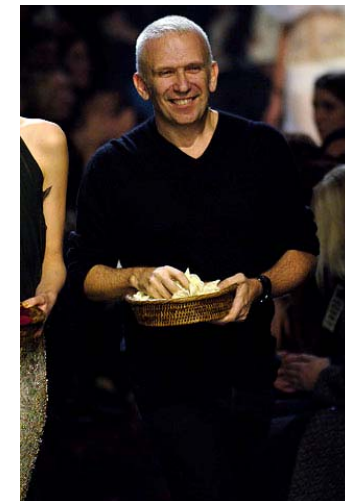
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# Famous Designers

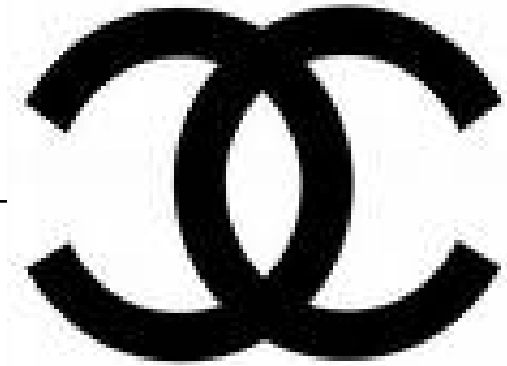
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- ❑ Gabriel Chanel “Coco”
- ❑ Christian Dior
- ❑ Jean Paul Gauthier



# “Coco” CHANEL

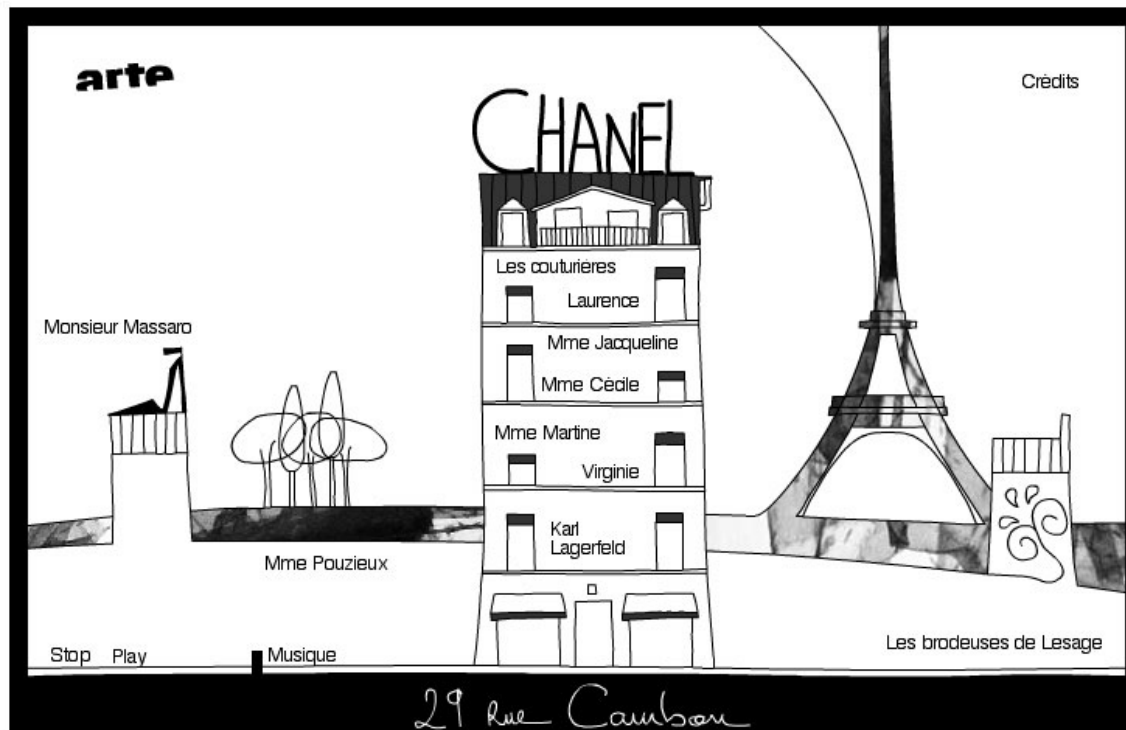
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- Born in Saumur (France) the 19/08/1883
- Died in Paris (France) the 10/01/1971
- Gabrielle Chasnel (alias Coco Chanel) After her arrival in Paris, she starts to open some shops in Paris.
- She free women by creating comfortable Clothes.

# “La Maison Chanel”

- 21 rue Cambon, Paris



# An Extravagant Women

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Smoking socialy

She had create a modern and comfort style, adapted for all women.



She was always very simple with a lots of elegance





# Women Revolution

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Short hair for women was a revolution for their emancipation



She was the first to design some sexy swim wear for women



# Women Revolution

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She made women wearing pant for the first time in history



She had shorten the skirt



# Tweed Suit



# The Perfume



# Show Business

- In the 30's, all Hollywood stars were wearer by Chanel: Marilyn Monroe, Samuel Goldwin, **Katherine Hepburn**, Grace Kelly, **Elizabeth Taylor** and Gloria Swanson.
- She became to be associated to the modern movement that included **Picasso** and Jean Cocteau.



Marilyn Monroe



Jean Cocteau



Picasso



**Katherine Hepburn**

# And Today's...

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- The Chanel's House continue to wear the famous people like  
Leititia Casta,  
Vanessa Paradis,  
Catherine Deuneuve  
et Nicole Kidman



# Christian DIOR

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- ❑ Christian Dior was born in 1905 and he died in 1957.
- ❑ C.Dior became famous due to his appearance in American Vogue magazine
- ❑ He was the first to sell licences, more for lingerie and underwear



# La Maison Dior



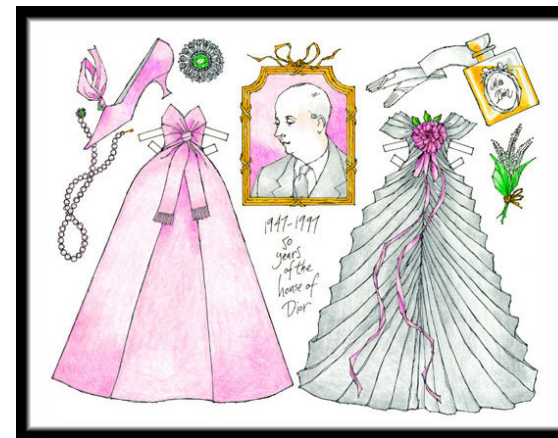
32 rue du Faubourg St Honore



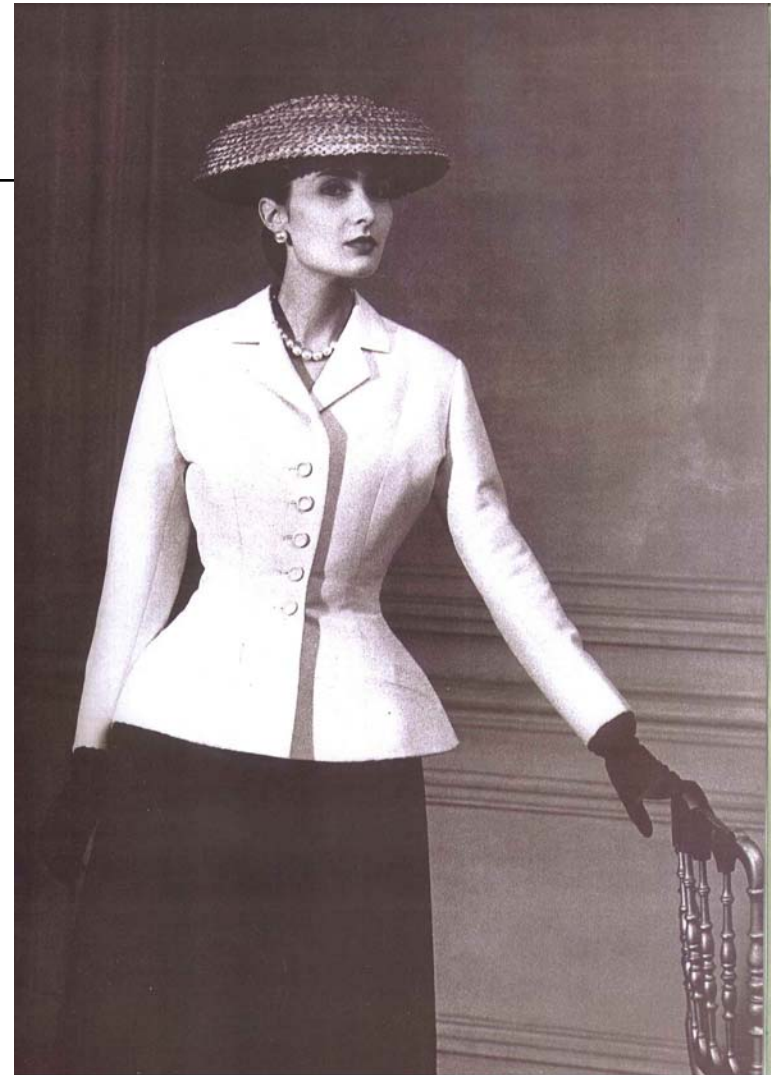
C.Dior is the first to create a High Fashion House



# Illustrations



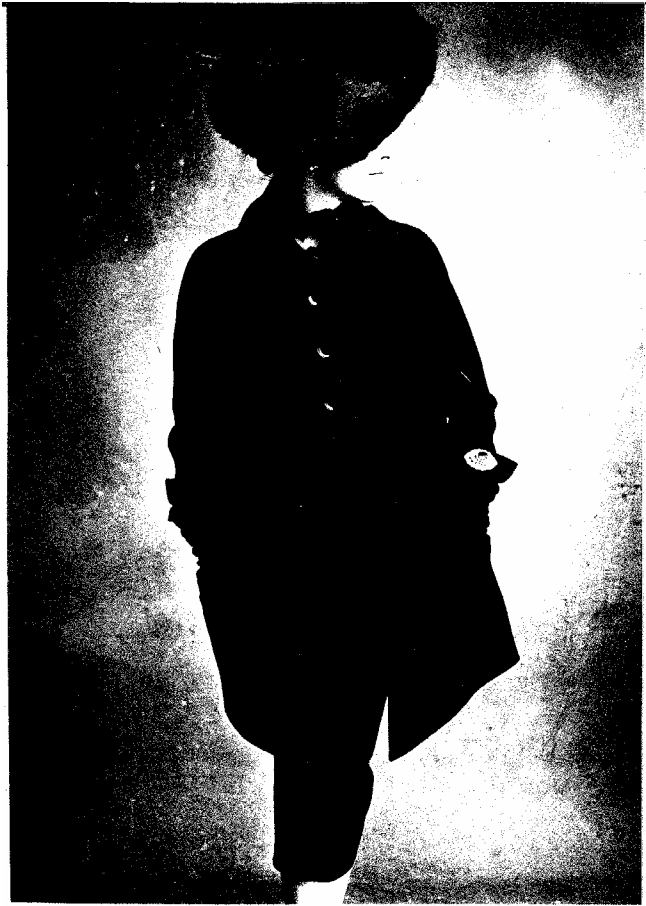
# New look



New look made C.Dior famous

1947

# Couture

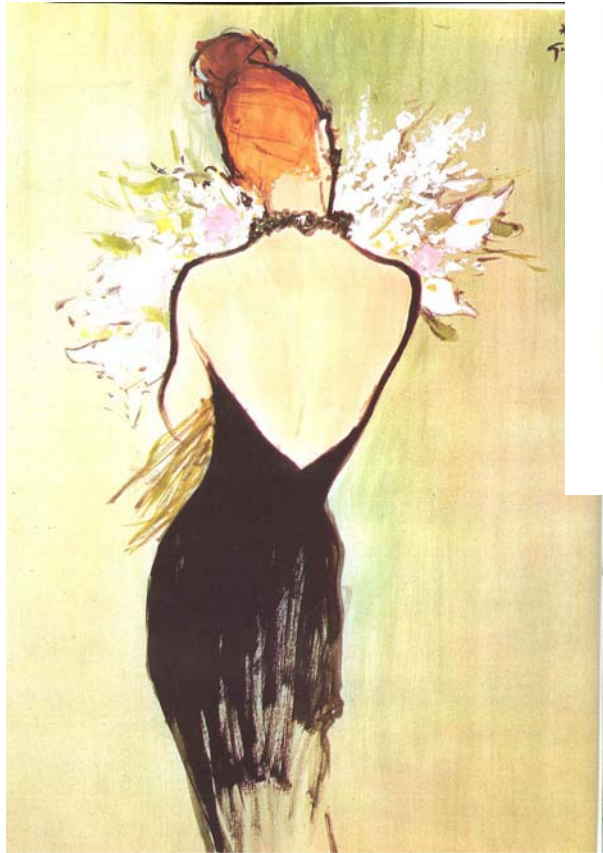


1949

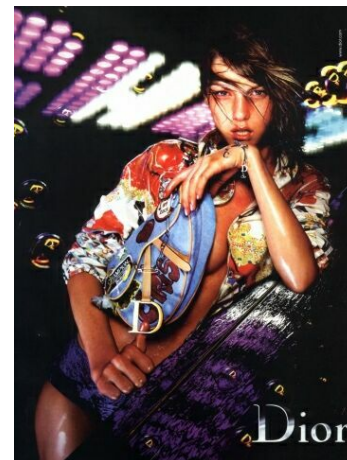
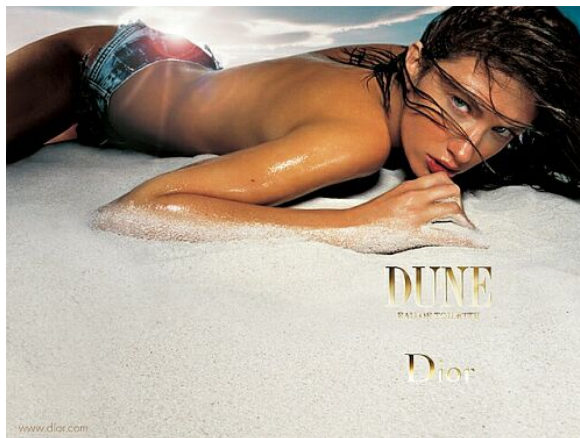
# C.Dior's Creation



# Perfume



# And Today...



# Jean Paul GAULTIER

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- ❑ Born in Arcueil in 1952
- ❑ His inspirations are coming from the streets.
- ❑ His first job was for Pierre Cardin and he worked for Jean Patou
- ❑ He did create his fashion house in 1978
- ❑ He blew-up traditions in French fashion



Jean Paul  
**GAULTIER**

“He is considered as the naughty kid”

# Le Palais Gaultier

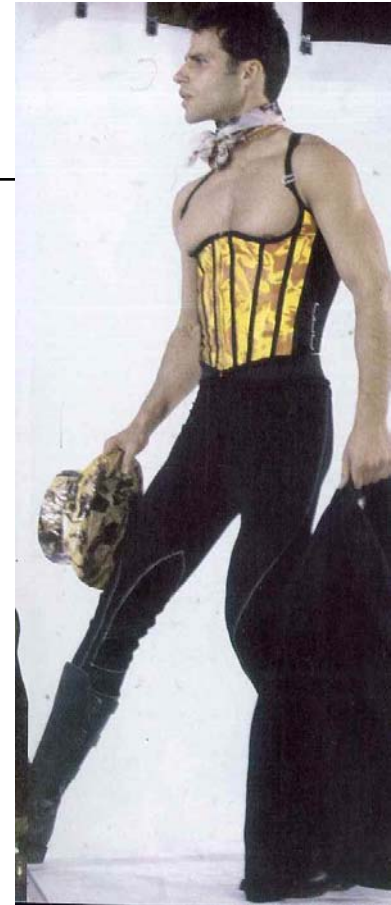
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- 325 rue St Martin,  
Paris
- It is the old “palais de la mutualite”, it was a famous theater

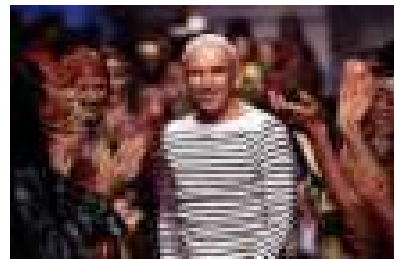
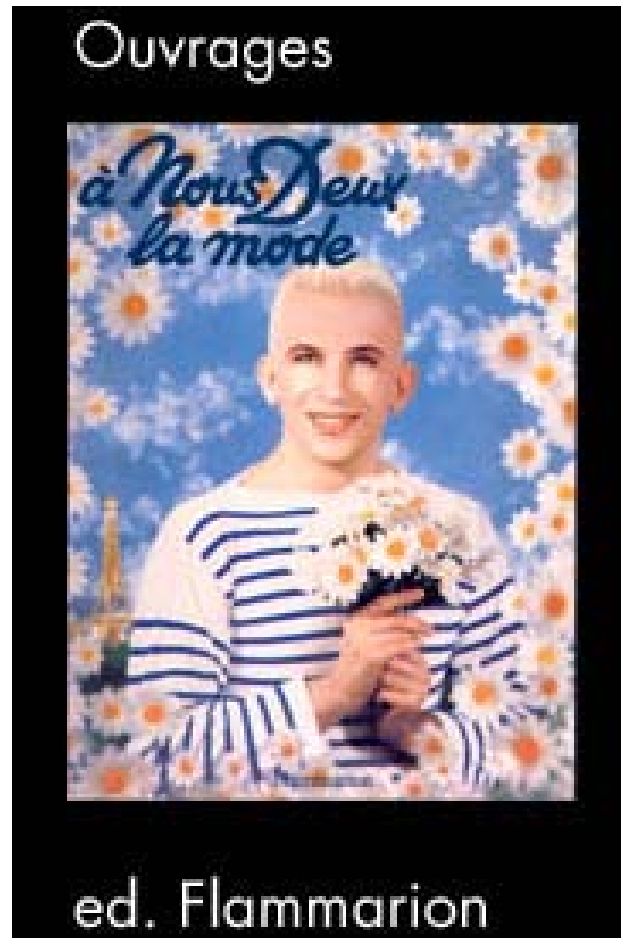




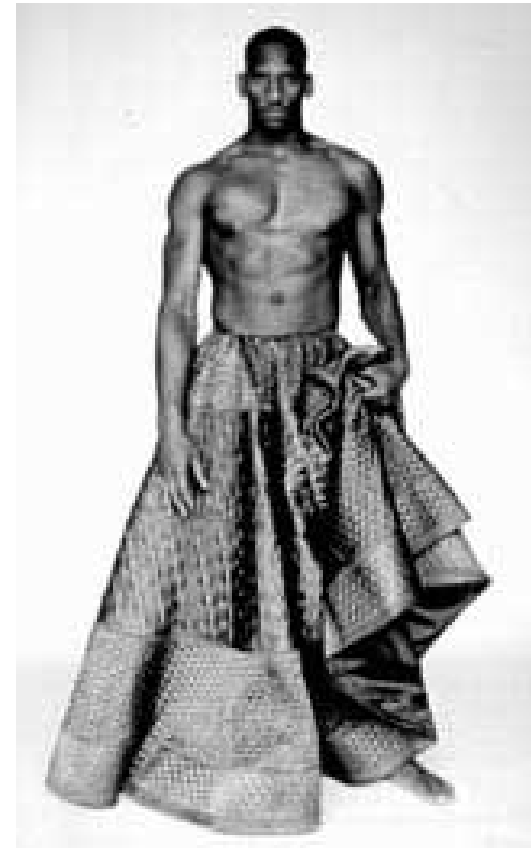
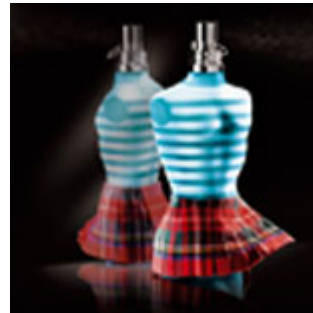
# Corset



# Sailor sweater



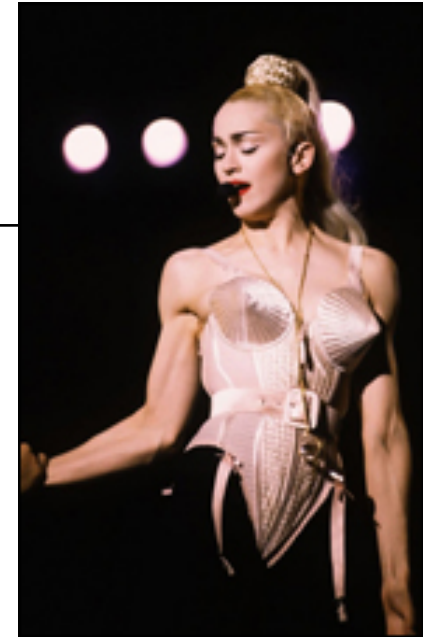
# Men became Fashion



JPG wears men with skirt and kilt!

# Show business

- ❑ Before H&M shows Madonna; in 1990, she was the Icon of JPG.
- ❑ He was the first high fashion designer to collaborate for a big screen picture in “The five element” in 1997



# Perfume



1992 : Jean-Paul Gaultier Classique

1995 : Le Mâle

1998 : Fragile

2003 : Lancement de la Gamme de produits de beauté pour homme

2005 : Gaultier puissance 2

# AD



2001

2007



## III- Famous areas and shops in Paris

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# Paris Famous Area

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- 7 hot spots in Paris
- Famous shops





# Sentier

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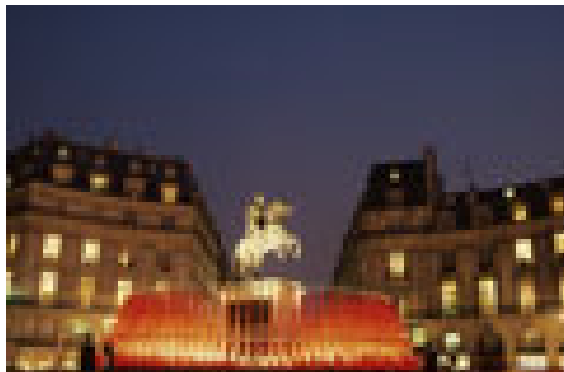
- ❑ 6000 companies
- ❑ Supplier and wholesale
- ❑ Specialized in textile and garments



# Place des Victoires

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- ❑ Luxury and young designers shop
- ❑ 19th century galleries
- ❑ Famous brand show room



# Etienne Marcel street and “Les halles”

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- Most famous streets in Paris for brand shops
- Cultural shops mix with fashion's



Les halles



Etienne Marcel

# Rue Rivoli

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- Biggest shop of Paris for Gap, H&M and Zara
- “Etam” shop is one of biggest with 4000m<sup>2</sup> of fashion accessories, restaurant, children playground....



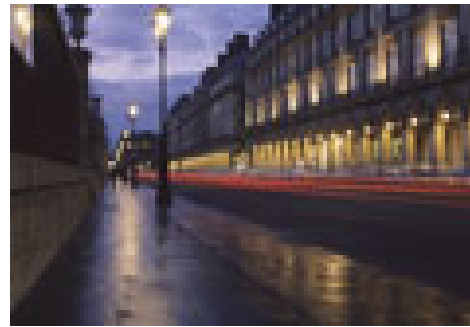
Rue Rivoli



# Palais Royal and Louvre/tuilerie

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- ❑ Famous for their historical areas and Museum
- ❑ Famous for vintage shop and designers
- ❑ Luxury shop, library and cafeshop in the “arcades of paris”



# St Germain des Pres

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- Cultural and Fashion area
- Luxury shop
- And the famous mall “Le bon Marche”



# Rue du Faubourg St Honore and Champs Elysees

- ❑ The best area in Paris
- ❑ High Couture area and headquarters
- ❑ Famous Brand
- ❑ Luxury shop
- ❑ Young designers

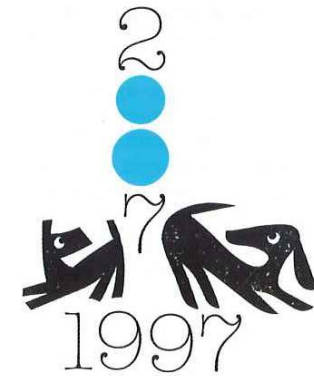


Champs Elysees



Rue du Faubourg St Honore

# Collette



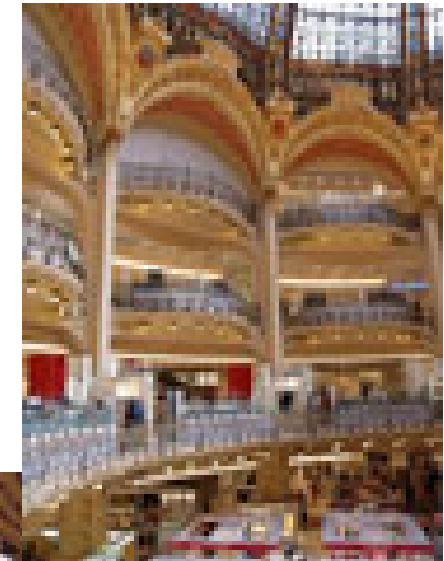
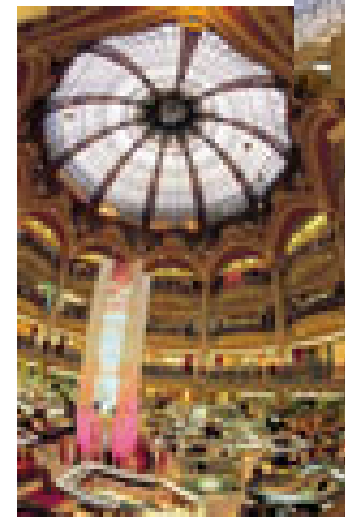
- 213 rue Saint-Honoré in Paris.



# Les Grands Magasins (Opera)

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- ❑ Galerie Lafayette
- ❑ Printemps
- ❑ Bouchara
- ❑ Citadium



# IV- Schedule of fashion events in Paris

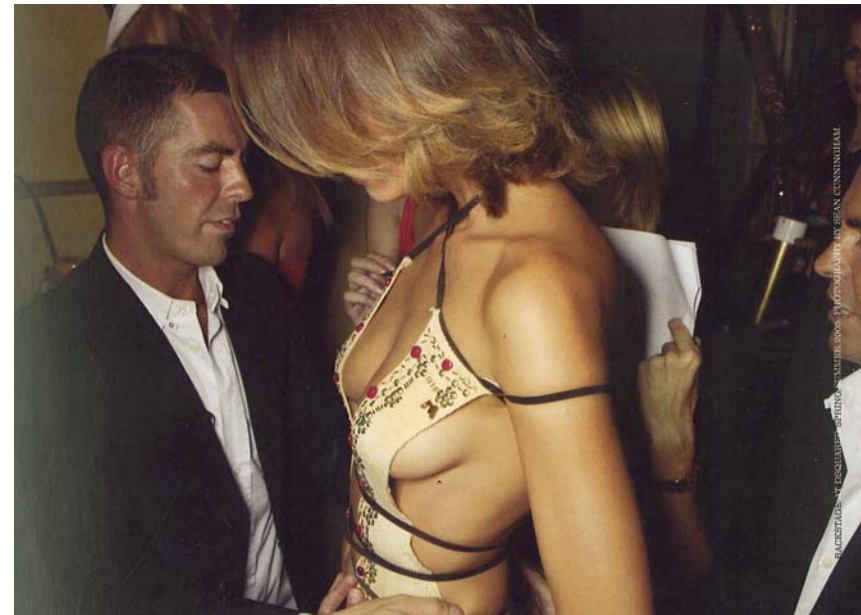
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# High Fashion Show

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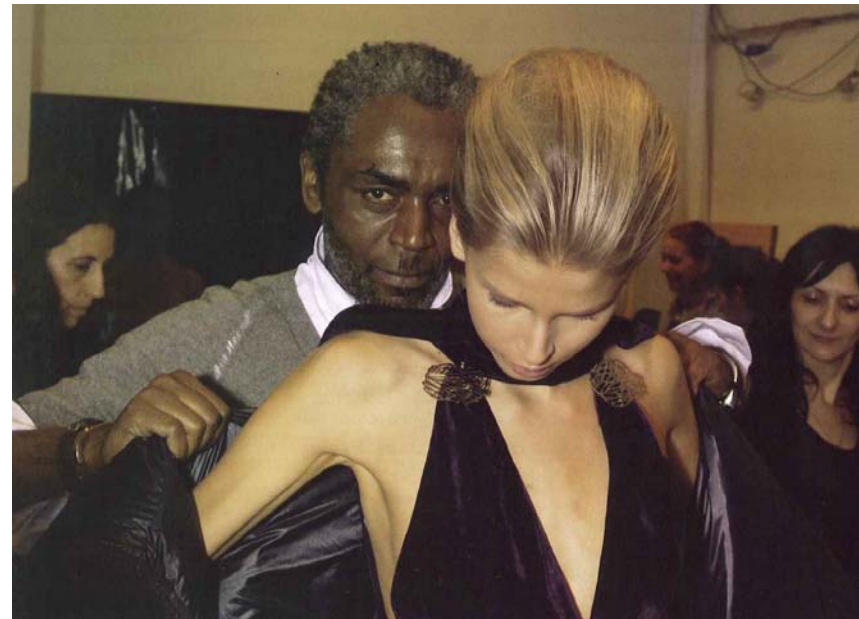
- **Monday 22 January to 25 January 2007**
- All High Couture Fashion show for spring summer 2007
- Musée de l'Homme, Tennis Club de Paris, Grand Hôtel Polo de Paris, Hôtel Meurice Cité de l'Architecture, Galerie Anne de Villepoix, Ecole Nationale, Supérieure des Beaux Arts, Palais de Tokyo, Ateliers Berthier, Espace Pierre Cardin , Musée Galliéra, Musée d'Art Moderne de la Ville de Paris, Gaultier Gallery.



# High Fashion Show

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- **Monday 22 July to 25 July 2007**
- All High Couture Fashion shows for Fall/Winter 2007/2008
- Always at the same place!



# Ready to Wear Fashion Show

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- **25 September to 4 October 2007**
- All ready to wear Fashion show for spring summer 2008
- Le Carroussel du Louvre, le petit palais, les hotel particulier, theater....



# Ready to Wear Fashion Show

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- **25 February to 4 March 2007**
- All ready to wear Fashion show for fall winter 2007/2008
- Le Carroussel du Louvre, le petit palais, les hotel particulier, theater....



# Fashion Fair

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- ❑ Interfiliere
- ❑ Yarn First
- ❑ Interselection
- ❑ Fatex
- ❑ Who's Next
- ❑ Ready to wear Fashion Fair
- ❑ Lingerie Fashion Fair
- ❑ Midec (shoes)
- ❑ Tanoi
- ❑ Workshop



# Conclusion

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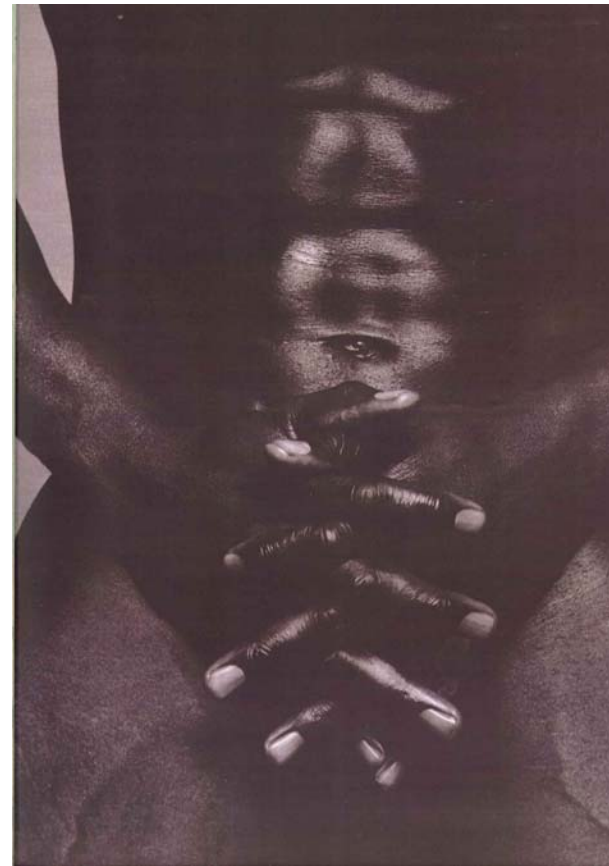
# Fashion is Picture

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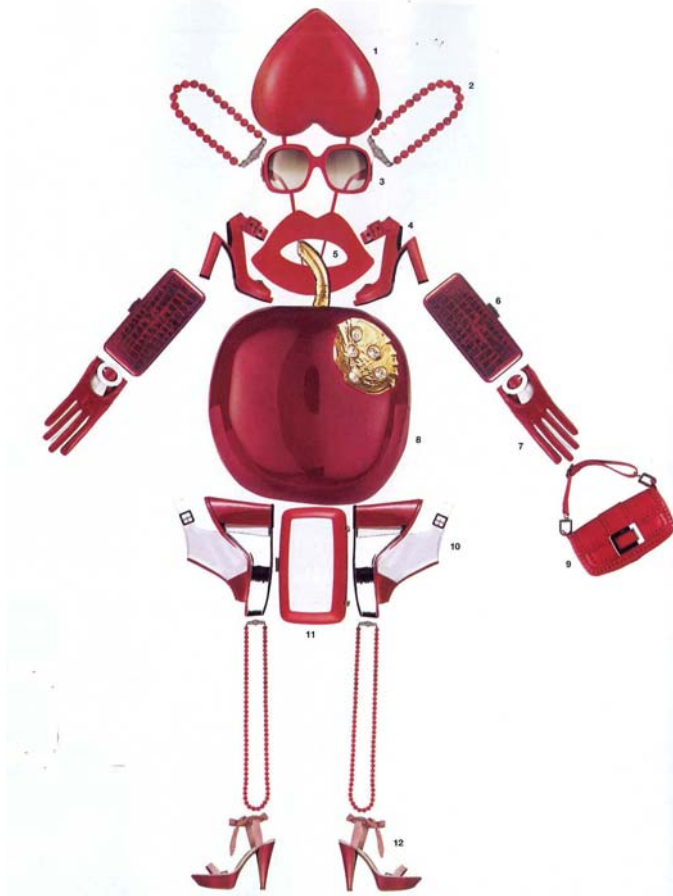


# Fashion is Exhibition

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# Fashion is Art

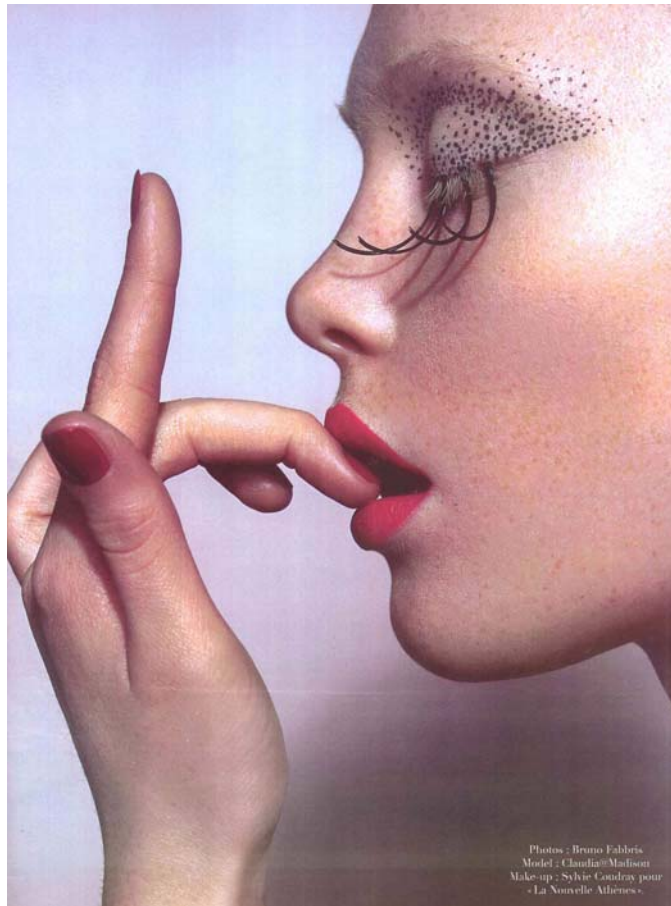


# Fashion is Graphic



# Fashion is Cosmetic

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# Fashion is Food

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Bread Dress JPG



Chocolate dress, Verdier House