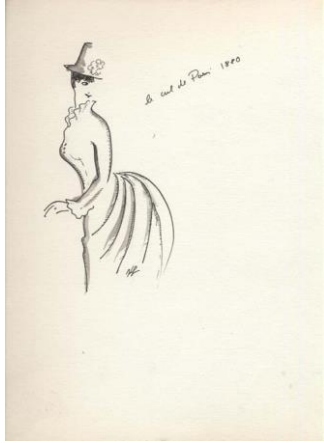




Come discover the History of Fashion through an exclusive set of original and unique drawings from Karl Lagerfeld :

1 -



It all begins with Marie-Antoinette and Rose Bertin

During the 18th Century the queen Marie-Antoinette is known as the fashion instigator with her dress-maker Rose Bertin : they create the trends that the court of Versailles follows. At the time, Rose Bertin is considered as a real stylist, all women from court are busy wearing her latest creations. Her creativity and genius are admired by the whole of Europe and rewarded with the title « Fashion Minister ».

As the 19th century dawned...

The Haute Couture is just developing in Paris, with the most beautiful materials, the most delicate fabrics and modern cuts. The capital inherits a rich past, a history of fashion that began several centuries ago when fashion was made exclusively to witness the social status of the aristocratic elite.

2 -



The Empire style

In the first part of 19th century, the « Empire » style is detached from the former regime fashion. In the Neoclassicism atmosphere, fashion promotes simplicity by proposing straight and simple dresses without corsets. Light fabric such as gauze or muslin are favored.

The father of Haute Couture

The Englishman Charles Frederic Worth, settled in Paris since 1845, is now considered to be the father of Haute Couture. He is the first to use true models in 1858 and to impose annual fashion collections. Ready-made clothes appear in the 1830's, and are named « fashion making » at the moment. A real fashion democratization appears at this time: the most attractive models are reproduced, the most delicate fabrics imitated as well and sold in department stores.

3 -

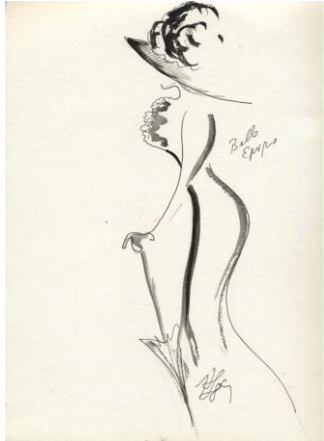


The crinoline

In the second part of 19th century, the corset is once again in fashion reducing the waist, and exaggerating the bust and hips of their owners. Dresses have got a new framework: first the "crinoline" (hoop) then with ___ (cushion). These rigid structures are placed under the skirts in order to give curvier forms to the dress. The S figure is a turning point in the beginning of the 20th century.



4 -



1900

Around 1900, more than twenty Haute Couture houses are settled in Paris. Paris established itself as the capital of fashion and luxury in Europe. The designer Paul Poiret creates free-figure dresses. The creation of the *Chambre Syndicale de la Couture* distinguishes Houses of couture and Houses of Pret-à-Porter. But in 1914 the World War I breaks out and slows down the creative process.

Roaring Twenties

The corset abolition in the 1920's is a turning point in the History of Fashion. It demonstrates women's desire for emancipation. Comfort becomes a priority and women opt for a fuller cut for maximum ease. Coco Chanel creates « the little black dress » in 1926, the first dress up over the knees. The iconic "cloche" hat and shorter dresses bring a

breath of fresh air to the fashion world of the roaring twenties.

The 1930's

From 1930 onwards, fashion photography appears in magazines. The girle also appears to suggest and enhance a slimmer figure. Shorts make their first appearance after the institution of the famous paid holidays of 1936.



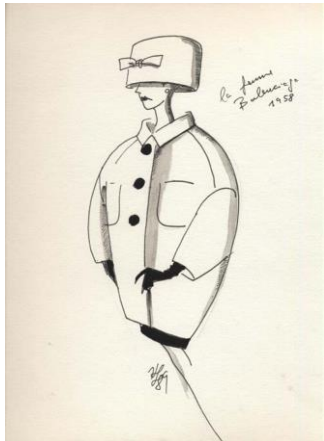
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The Release

World War Two – as the previous one – has an important impact on creation and slows down the fashion industry. It is a period of deprivation of liberty. People are wearing simple and austere clothes, without any sign of novelty. However in 1947, Christian Dior invents the « New Look » trend, the hourglass figure that revolutionized the codes of femininity. The New look is symbolized by a curved jacket with rounded shoulders paired with large skirts under the knees.

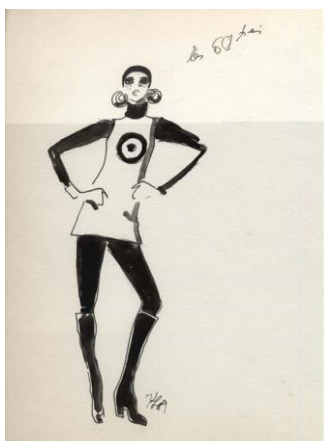
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Timeless elegance

During the next decade, Coco Chanel creates the suit (1954) now recognized as Chanel's symbol. It is traditionally made of tweed, composed by a double-button closure system for the jacket and by a pencil skirt falling on the knees. Elegance and simplicity are the key words to describe this iconic Parisian silhouette of that period. The bra is also introduced at the time and quickly followed by the bikini in 1968. With the Hollywood effervescence, many actresses and actors become muses. Fashion and luxury become real and successful industries.

7 -



The ready-made clothes rise

The 1960's are a turning point in several society fields. In the fashion industry, the period is marked by a growing demand for ready-to-wear clothes, especially the futuristic pieces of French designer Pierre Cardin and his futuristic creations. In 1962 Mary Quant invents the mini-skirt, a clear manifesto for the liberation and emancipation of modern women. Pants finally become an essential element of feminine apparel. It is the Courrèges period, the time of structural and architectural clothes covered with geometric patterns. It is a decade full of innovations: a great example of which is the metal dress made by Paco Rabanne in 1966.



8 -



The 1970's

Flashy colours and wild patterns are a must, sequins are absolutely mandatory. Fashion of the 1970s is in complete break with the past. Blue jeans become the most common fabric and many various styles emerge at the same time : fashion is no more a witness of one's social status but on the contrary, it brings a sense of belonging to a particular group.

9 -



The 1980's

Fur, worn for many centuries as a symbol of wealth and high-ranking status, is finally banished. Accessorizing reaches a peak. Fashion becomes a distinct sign of belonging to a certain social group. During this decade, a new talented and innovative generation of fashion designers emerges, with the likes of Karl Lagerfeld and Jean Paul Gaultier, reinvents fashion and sets the trend for their followers.

10 -



The 1990's

Fashion is often linked to those who wear it: celebrities etc.. Young people prefer to abandon the traditional codes of fashion, think out of the box and explore new original trends. In less than a century, fashion faces a radical sweep of changes and a complete rewriting of codes. Fashion becomes even more influenced by society's evolution and the number of stylistic trends explodes. The Haute-Couture world and Paris maintain their position as epicenter of fashion, always providing the latest trends and must-haves. But the capital now has to compete for its status against many new fashion centers across the globe since the 1980's.