Beat: Vips

FRENCH FASHION STILL RULES THE WORLD

A LOOK INTO THE FRENCH OBSESSIONS

PARIS - LONDON - MILAN - NEW YORK, 19.07.2015, 15:23 Time

USPA NEWS - Recent or historical Houses, the French Haute-Couture & Ready-To-Wear are still on the top of the list of references & worldwide reputation. The French Houses, through their Designers, always give the impression of having a Haute Couture dress specially made for you ensures that the outfit is unique

MANU REAS, French young Designer who launched his brand in 2012, after collaborating with Isabel MARANT, Claudine IVARI & John GALLIANO. He created at first the Ready-To-Wear and accessories "Reas Paris" recognizable by adjustable clothes and extravagant bow ties and extanded his House with "Line M" in 2014, more affordable through selective distribution. He presented his first Couture collection Spring/Summer 2015 in Septembre 2014.

He is basing his collections on a mixture of influente and ancient cultures adapted to modern life. "Chic without being stiff". He likes colours, precious materials and experiments the mix of technical fabrics and silk for example...

EYMERIC FRANCOIS Fashion prodigy, he's the new wave of Parisian Couture. Rebelliousness in his design is matched by his steadfastness to avant-garde creations. After completing his fashion studies in 1999, he took part in the Dinard Young Fashion Designers Festival in 2000, and won a prize that was specially created for him. He was more Haute-Couture than Ready-To-Wear. The prize was of "SPECIAL JURY PRIZE".

He presented his very first collection named "Jeu d'Epingles" (Pin Games) the same year. He was 21. He had previously worked as assistant for Christian Lacroix and Thierry Mugler. He launched his Ready-To-Wear Line in 2002.

The first collection "Zip Me Up !" was based on his 2000 Haute Couture collection "Under The Sky Of Paris" showing a newfound fascination with zips in the fashion world. In 2003, he became an invited member of the exclusive Chambre Syndicale de la Haute Couture.

Since, beside Haute Couture collections, he collaborated with Studio Hartourt, designed stage costumes for Concerts and prestigious productions, and lanched his first Ready-To-Wear luxury collection in october 2010. For his dresses, he uses the most unexpected materials. The keystone of his creations is le Corset. His codes are: Elegance, Sensualism and Fetichisism.

LORIS AZZARO was born in 1933 in Tunisia. Was a French Italian Fashion Design who went to Paris to set up his cloth and parfum Line in 1962. By 1968, his business was a hugh success. He was well-known for making glamourous party dresses for the Elite of French Society. He was also known to use brightly coloured chains woven onto shirts to make intricate chainmail dresses and tops. AZZARO's collections are always named alphabetically by season. AZZARO released a wide range of products including women's and men's clothing Line and accessories as wide range of fragrances.

In 1975, he created his first fragance for women "Couture" wich became his signature scent. His favorite colour was blue. His inspiration came from the surroundings of his country of birth, TUNISIA. He died at the age of 70 in Paris. In november 2003, French Designer Vanessa SEWARD took over as Head Designer until 2011. Arnaud MAILLARD and Alvaro CASTEJON took over from Vanessa SEWARD as Artistic Directors. They presented their first collection in June 2013.

Article online:
https://www.uspa24.com/bericht-4551/french-fashion-still-rules-the-world.html

Editorial office and responsibility:

V.i.S.d.P. & Sect. 6 MDStV (German Interstate Media Services Agreement): Ruby BIRD & Yasmina BEDDOU (Journalists/Directors)

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