“dali and schiaparelli”
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October 18, 2017 – January 14, 2018
Elsa Schiaparelli

(1890, Rome, Italy to 1973, Paris, France)

Fashion designer
Schiaparelli

“s K ae - p u h - R E H - l e e”
what is “haute couture?”

French term: "sewing of the highest level."

*Haute couture* refers to the producers of rare one-of-a-kind hand-sewn garments painstakingly designed and fitted to just one person’s figure. Because of this level of care and the pace of creating new collections twice a year, *haute couture* inspires the entire fashion industry.
Schiaparelli marries Count de Wendt de Kerlor in 1914. He was a charismatic con-man who claimed to possess psychic powers. Abandons family after birth of daughter.
In 1916, they travelled to New York, where Schiap befriended Gabrielle Picabia who introduces her to New York Dada artists.
Schiaparelli’s design career was influenced by couturier Paul Poiret, “a generous mentor, dear friend.”
Schiaparelli had no formal training, but had great intuitive skill with draping fabric directly on the body.
The House of Schiaparelli was founded in 1927.

In 1932, Schiap’s production moved to 4 rue de la Paix, where she employed 400 people. They produced 7,000 to 8,000 garments per year.
The House of Schiaparelli moved to its permanent location at 21 Place Vendôme in 1935. Schiap had grown her production to 10,000 garments per year.
Rivalry:
Coco Chanel vs. Elsa Schiaparelli

Coco was about classics, Elsa was about personal expression.

Chanel dismissed her rival as “that Italian artist who makes clothes.”

Schiaparelli simply called Chanel “that milliner.”
In 1954, Schiap declared bankruptcy. Her house folded, unable to produce clothing that aligned with the austere, post-war period.
The House was purchased in 2007 and reopened by Diego Della Valle, the President and CEO of the Italian leather goods company, Tod's.
In 2017, the House of Schiaparelli officially regained its *Haute Couture* status, joining a group of 15 other fashion houses including Chanel, Dior, and Givenchy.
Known for...

- Synthetic materials (Rayon)
- Unconventional/daring materials (monkey fur)
- Trompe-l’oeil
- Shocking pink
- Surrealist inspiration
- Evening jackets paired w/ gowns
- Athletic wear
- Zippers as elements of design
1. Since most women do not know themselves, they should try to do so.

2. A woman who buys an expensive dress and changes it, often with disastrous result, is extravagant and foolish.

3. Most women (and men) are colour-blind. They should ask for suggestions.

4. Remember, 20 percent of women have inferiority complexes, 70 percent have illusions.

5. Ninety percent are afraid of being conspicuous, and of what people will say. So they buy a gray suit. They should dare to be different.

6. Women should listen and ask for competent criticism and advice.

7. They should choose their clothes alone or in the company of a man.

8. They should never shop with another woman, who sometimes consciously, and often unconsciously, is apt to be jealous.

9. She should buy little and only of the best or the cheapest.

10. Never fit a dress to the body, but train the body to fit the dress.

11. A woman should buy mostly in one place where she is known and respected, and not rush around trying every new fad.

12. And she should pay her bills.
Surrealist-Inspired creations
collaborations with Dali
Trump l’œil
Details, details, details.
Unconventional materials: Monkey fur
Use of Rayon
Hollywood
Athletic wear
SHOCKING pink
House of Schiaparelli
Spring 2015 Couture
House of Schiaparelli
Spring 2017 Couture
Schiap is all around...