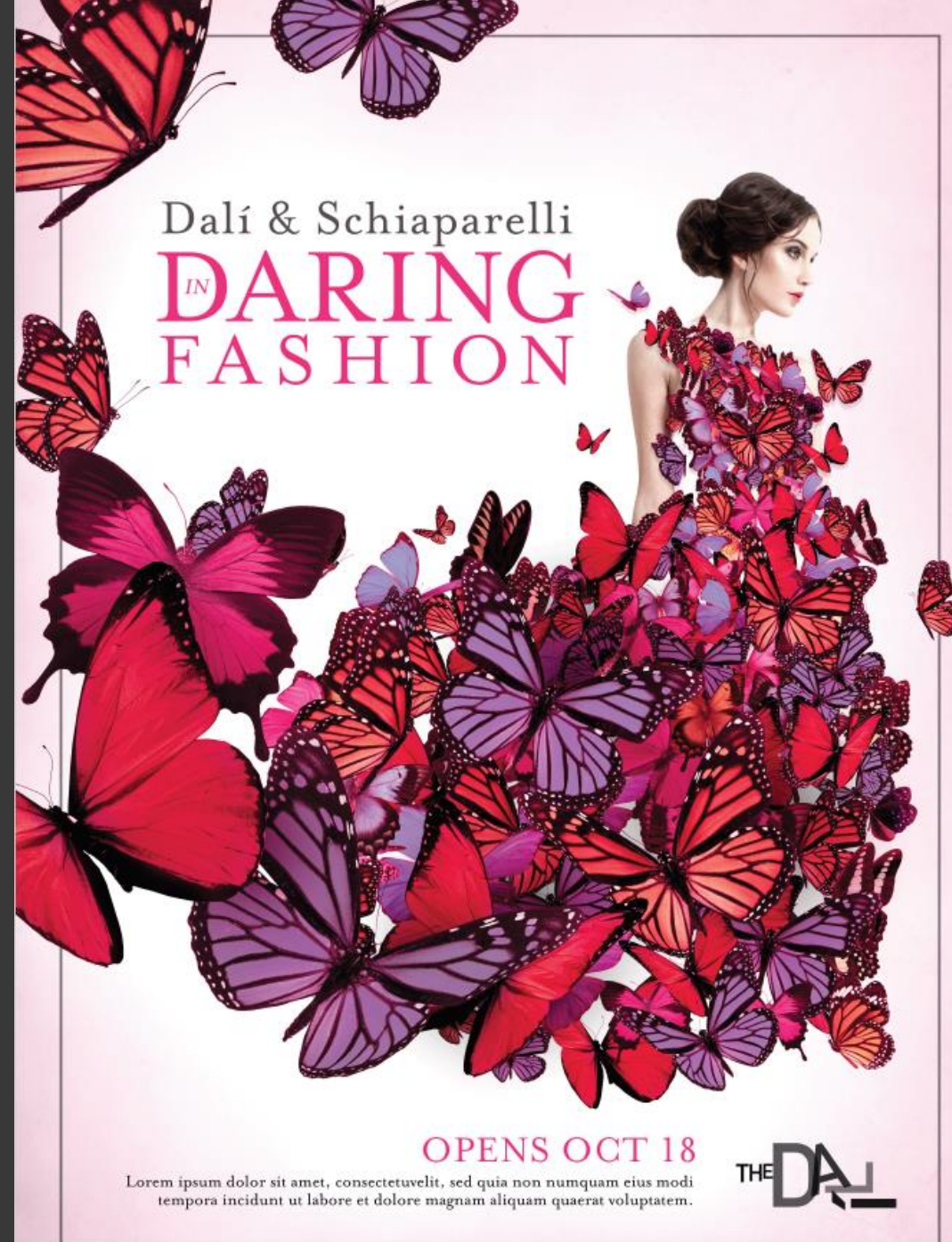




**“dalí and
schiaparelli”**

“Dali & Schiaparelli”

October 18, 2017 –
January 14, 2018



THE DALL

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

Fashion
designer



pronunciation

Schiaparelli

“s K a e - 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.

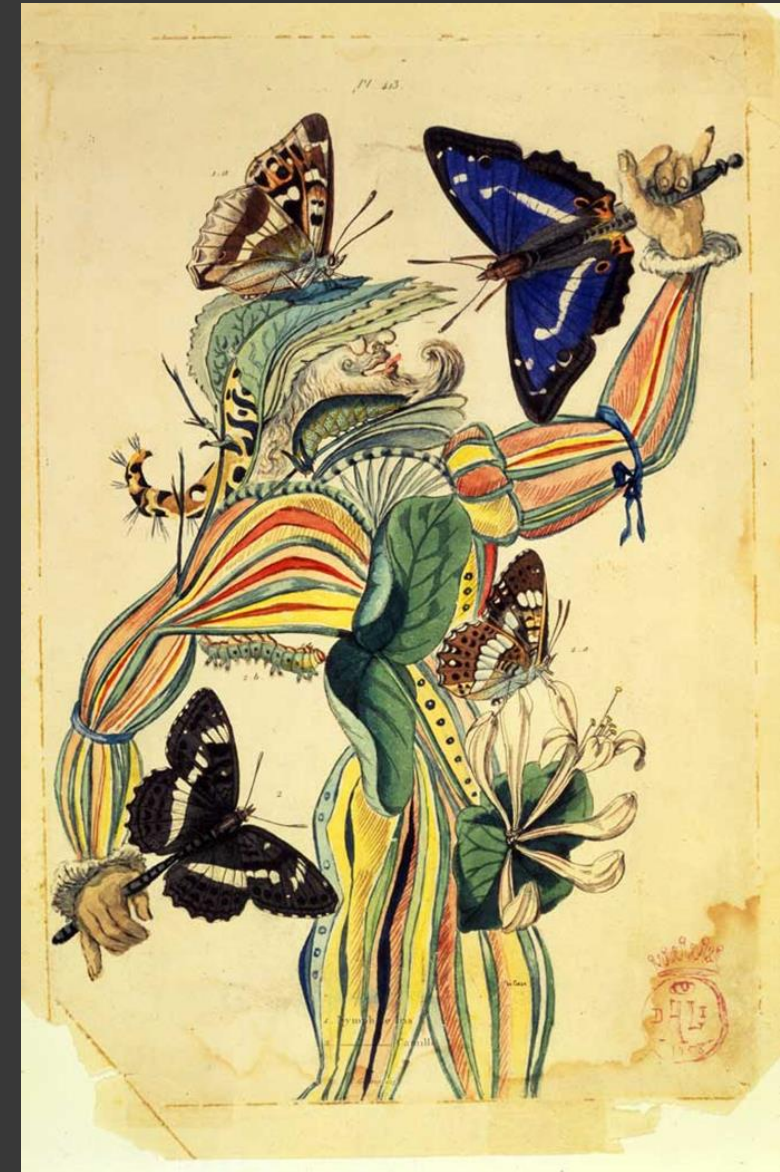


Surrealist-Inspired creations



collaborations with Dali





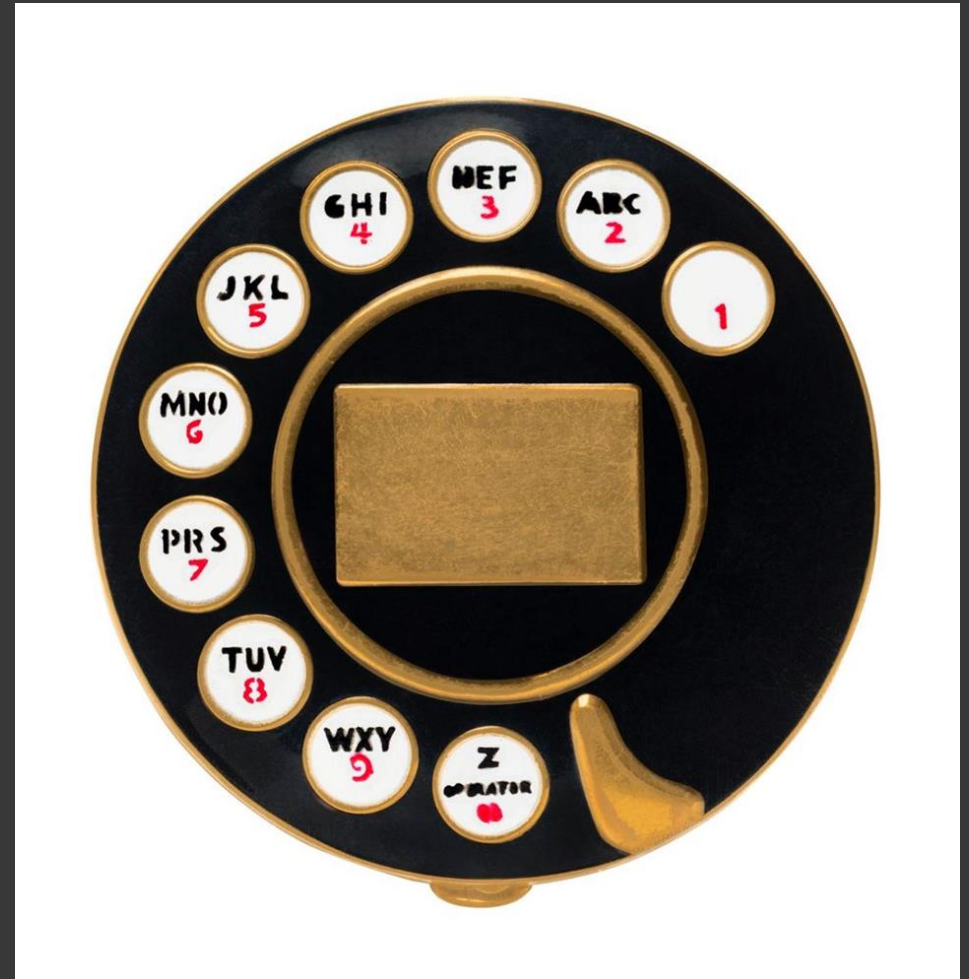






Trump l'oeil





Details, details, details.



Unconventional materials: Monkey fur



Use of Rayon





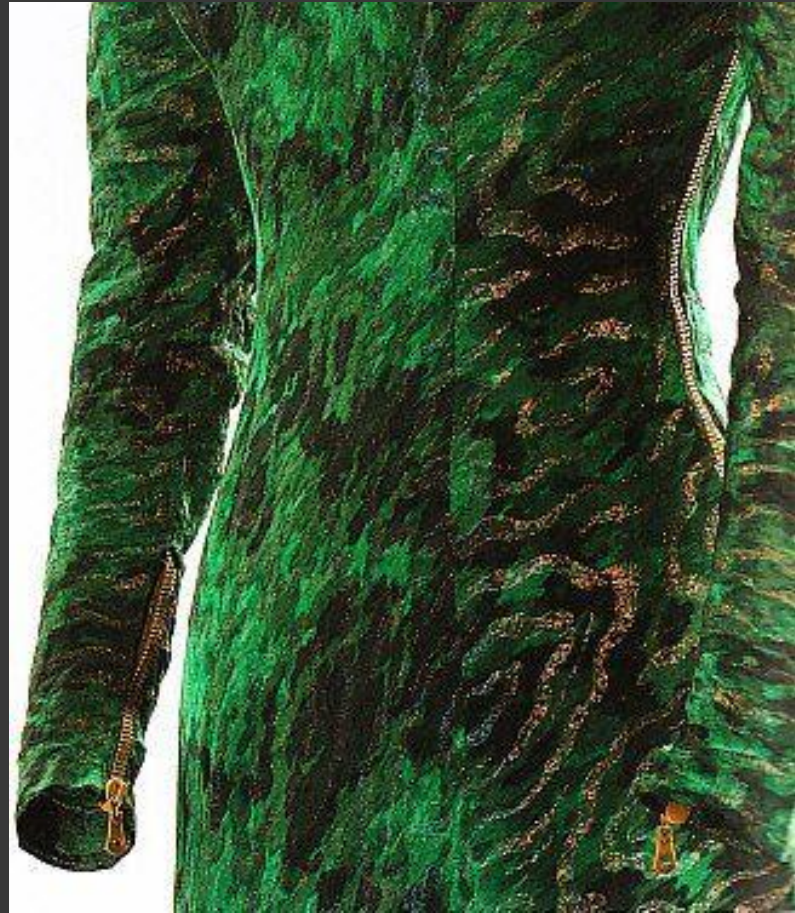
Inversion



Evening jackets & gowns



Zippers



Hollywood



Athletic wear





SHOCKING pink





House of Schiaparelli
Spring 2015 Couture



House of Schiaparelli Spring 2016 Couture



House of Schiaparelli
Spring 2017 Couture



Schiap is all around...





