

Ideal Fashion 1970s and 80s

HISTOIRE IDEALE DE LA MODE CONTEMPORAINE

70s & 80s

Issey Miyake

Born in
1938 in Hiroshima, first Japanese designer to give a show in Paris. Creates the
Jumpsuit.

Karl Lagerfeld for
CLOE and CHANEL

Cloe
created in 1952 by Jacques Lenoir and Gaby Aghion

Lagerfeld
takes the direction in 1964 after his collaboration with Balmain and Patou. Creates the
double face crepe dresses, the pagoda or kimono sleeves. In 1983
takes the artistic direction of CHANEL a long and successful marriage for
nearly 30 years.

Madame Grès

Starts in
the 1930's creating dresses without taking in consideration the fashion waves
of the decades to follow. Known for her fine draping work and the fluid lines

of her creations.

Yves Saint Laurent

The retro collection creates a scandal, followed few years later by the Opera Ballet russe collection considered till today as one of his most accomplished collection.

Sonia Rykiel

Becomes known in 1968 with her very fine striped pullovers and the very fluid unlined dresses. The last privately owned house of fashion in Paris.

Thierry Mugler

Starts in 1976, brings back narrow waist silhouettes, round hips and moulded bodies.

His perfume ANGEL becomes one of the most popular.

Kenzo

He arrives

in Paris in 1965, opens his first shop in 1970 at the galerie Vivienne.

He imposes his own style, short dresses and tight shorts. His perfumes are sold all over the world.

Yamamoto

One of the most modern creators of the early 80s

, he brings in the fashion world the unfinished the unshaped and the total freedom.

Rei Kawakubo

She is behind the Comme des Garçons in 1983 she brings new volumes into fashion

Her colours are BLACK and WHITE, wool is one of her favourite materials.

Jean Paul Gaultier

Enters the fashion world in the early 80s, bringing a new breath with his creations full of nostalgia and melancholy. The corset is back as huge zip, tulle and pointed busts.

Jean Charles de Castelbajac

He started back in the 70's but in the beginning of the 80's his collections based on art

and daily materials as plastic and images of the Campbell's soup tin and Coca-cola bottle or hand painted fabrics by Blais and Garouste or printed with famous people portraits brought him into the Fashion Pantheon.

Christian Lacroix

His first collection in 1987 was received with great enthusiasm by the journalists and the public. Inspired by his natal place ARLS and the CAMARGUE his work remains amongst the most elegant ones.

Claude Montana

Brings in the fashion the leather and lines that remind of Dior and Fath. He rounds the shoulders and darts are becoming important. The blue and grey, violet and green are some of his favourite colours.

Popy Moreni

For twenty years her work kept a theatrical aspect. She introduced the baroque and the ruffle became her accessory. The comedia del'arte and the circus are her sources of inspiration.

Sybilla

Born in the States in 1963, she moved to Spain and later she worked with YSL. She presented her first collection in 1983, since then she creates for different labels.