

French Fashion & Cinema



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The Big Kahuna

- *Around the early 1600's, luxury goods in France became the control of the royals.*
- *During the 17th century, King Louis the XIV introduced the concept of Fashion as personal statement.*
- *In unison with this, the royal French court became known as the head of taste and style throughout Europe.*
- *With the advancement of the fashion press, came the the development of the fashion "seasons" and the changing styles with which they correspond.*
- *The development of the French fashion press in 1670, helped France obtain the high prominence in the fashion world it holds today.*



The Birth of An Industry

- *The marketing of fashion began around 1670 in Paris.*
- *As the clientele for fashion goods and the means of supplying the fabrics for production increased, the idea of fashion as a necessity also grew.*
- *It was also around this time that the notion of fashion seasons began to take hold.*
- *The concept of high fashion began to spread across the entire continent of Europe and before long, fashion was being referred to by its French name, la mode, on a global scale.*
- *In order to demonstrate the latest fashions, tailors would place their creations on life-sized dolls and parade them across the country.*
- *As fashion became a phenomenon, many other concepts derived from it, such as fashionistas, renowned designers, and circulation of the latest trends.*



Diamonds & Pearls

- *During the Renaissance, pearls became the most popular of jewels among the royalty.*
- *Christopher Columbus began the 150 year “Pearl Rush” in 1498, while fulfilling the wishlist of Ferdinand and Isabella.*
- *After all known supplies of pearls were depleted, the age of the diamonds arose.*
- *Louis XIV began the idea of using diamonds as a symbol of power, wealth, and status.*
- *He is accredited with wearing more diamonds at a time than any other individual in history.*
- *He also purchased one of the most famous diamonds in history, The Hope Diamond, in 1669.*



If the Shoe Fits

The late 17th and early 18th centuries are considered to be the most glorious period of French footwear.

- Until this time shoes were very simplistic and made the same for both sexes.*
- As part of the “Guild of Cordonniers,” all shoes were to be marked with a stamp indicating where they were created. This began the trend of “name-brand footwear.”*
- Louis XIV developed the heels on shoes, as a means of accentuating his legs. This trend expanded to include ornate heels, which were brightly colored or painted with tiny murals.*
- Commoners were referred to as “pied plat,” since they were too poor to afford heels.*
- The shoes of the wealthy class citizens were originally made of silks, satins, and brocades, since they were transported everywhere they needed to go.*



What's In A Bag

- *After the French Revolution, women's dresses became much sleeker. This left no room for the pockets originally folded within the fabric.*
- *Women began toting small, delicate handbags referred to as redicules, which were made of silk with glass and metal beads sewn on.*
- *The invention of the railroad brought the need for larger handbags in order to accommodate the necessities for travel.*
- *Designer purse makers such as Louis Vuitton and Thierry Hermes began as luggage packers and saddle makers respectively.*
- *As time progressed the handbag became a statement item, as women would spend long periods of time decorating them in order to attract the attention of potential suitors.*
- *Despite the fact that handbags were originally intended to be tiny and demonstrate a sense of femininity, today the size and color of a purse depends on the ensemble.*



Fashion In The Headlines

- *Before the creation of the fashion magazine, the latest trends were a luxury only the royalty were privileged to.*
- *In 1672 the very first fashion magazine, Mercure Galant, was published.*
- *The magazine not only gave the latest fashion styles, but also commented on them.*
- *As the magazine circulated throughout Europe, the development of “fashion plates” began. These illustrations and engravings of garments were used to guide tailors in reproductions of the latest trends.*
- *Today some of the most prestigious fashion magazines are based in France, such as Elle, Vogue, and L’Official.*



Some Juicy Couture

- *Even though Juicy Couture wasn't originally created in Paris, the concept of haute couture fashion was.*
- *During the period known as La Belle Epoque of 1860-1960 the great couture houses began to develop.*
- *Charles Frederick Worth is considered to be the first Parisian couturier house.*
- *Haute couture, which is French for 'high sewing', is the term given to high fashion made to order for the wealthy clients of Paris.*
- *In France, a fashion house must meet certain requirements to be considered couture, such as the number of employees and participation in fashion shows.*
- *Some of the most common couture houses include Chanel, Dior, Yves Saint Laurent, and Schiaparelli.*



Fashion Week

- *The Parisian fashion weeks take place twice a year, and are a chance for the top designers to display their latest creations.*
- *Dates for the show are determined by the French Fashion Federation, and are held several months in advance of the season, to allow press and buyers to preview the lines.*
- *Established in 1973, the Parisian Fashion Week is still one of the most popular events in the fashion world today.*
- *Some fashion weeks are specific to one style of fashion, such as swimwear, evening wear, casual or business.*
- *Clothing displayed during the fashion weeks are designed specifically for the model wearing them, and are mostly sold as a one-of-a-kind after the preview.*



The Latest Trends

- *Today Paris is still revered as the fashion capital of the world, though there are several comparable locations like Milan and New York.*
- *What was once the notion of a proud and wealthy king, has grown into a billion-dollar industry that affects nearly every country around the globe.*
- *Fashion designers such as Guy Laroche, Rene Lacoste, Lily Dache, and Jean-Paul Gaultier make millions upon millions of dollars each year off their creations.*
- *The latest trends on the runway are even finding their way into the cinematic world. There are certain aspects of the fashion world which are seen regularly along the red carpet and within the films.*

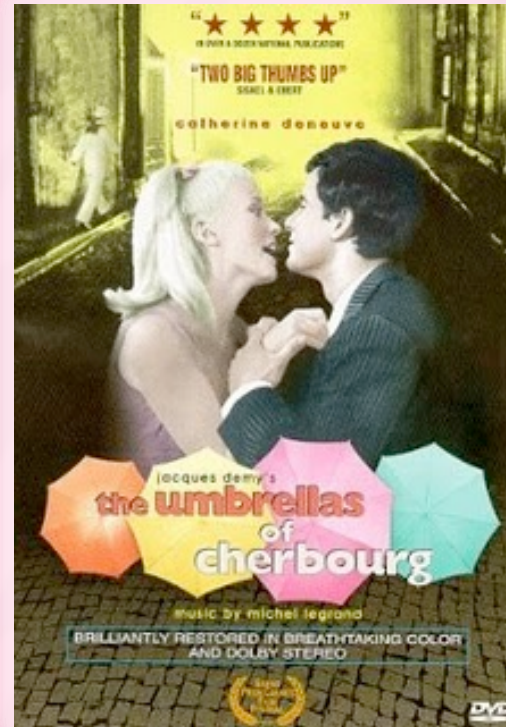


Guy Laroche
JOAILLERIE



When Fashion Meets The Movies

- *In many movies, the fashion trends of the time period are exhibited in the costumes.*
- *The use of fashion from the corresponding time period allows the audience to transport to that time. In other words, fashion plays a key role in the believability of a film.*
- *Fashion may also add to the effect of a movie, as in “Les Parapluies de Cherbourg,” or “The Umbrellas of Cherbourg.” In this example, the fashion of the actress emphasizes the theme of the film.*
- *In most any movie, the fashion of the character helps to create their personality and role in the film.*
- *Costumes in the movie “Jean de Florette” also exemplify how fashion is important in the film industry, as it places the characters in a proper appearance.*



Fashion On The Red Carpet

- *Fashion is also dependent upon celebrities, as they market the latest trends.*
- *In some instances, the advertisement is done through simply having a celebrity wear a certain gown at a well-to-do affair.*
- *An example of this would be Marion Cotillard wearing this beige mermaid gown by Jean Paul Gaultier to the 2008 Oscars.*
- *Other times, the celebrity is hired to advertise the fashion on magazines, commercials, and billboards.*
- *Again, Marion Cotillard exemplifies this type of fashion and cinematic collaboration in the Dior a, where she sports Christian Dior's latest creations.*



A Few of Our Favorite Things

- *In the fashion world there are a few items which are very heavily advertised by cinematic celebrities.*
- *Popular magazines are riddled with images of the top celebrities toting their new Gucci purse, or wearing the latest Cartier diamonds.*
- *Shoes are also a common fashion trend promoted by members of the cinematic world.*
- *Celebrities will only promote the very latest and the most prestigious of fashion trends.*
- *The prestige of certain brands of these items is based upon their development throughout history.*



10 Must Have French Fashions

So now that you know the history behind French Fashion, here are the top ten things to remember when you want to look tres tres chic!

1. Keep It Simple: The French remember that sometimes, less is more. Draw attention to your best feature. Don't overdo the look with bold colors and patterns. Trade the glitter and sparkles for a burst of self-confidence.



2. Natural Beauty: Earth tones are always in style. Brown, black, beige, and subtle greens, reds and purples can really make the ensemble more classy than loud and vibrant tones.



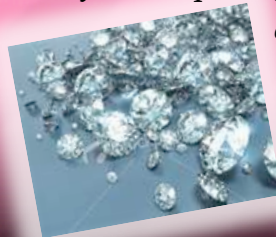
3. Lady In Red: When you're feeling a little flirtatious, a single red item in an otherwise plain outfit makes quite a statement. A ruby blazer, or a scarlet purse can bring life to your wardrobe without being overdone.



4. Classy Classics: Don't forget about classic beauties. The little black dress in your closet, or the tailored jacket in the dresser never go out of style. Mixing timeless classics with new and trendy items can really bring an outfit together.



5. Diamonds Are Forever: Whether you are sporting the latest Givenchy gown or a simple cardigan, diamonds are a fashion trend that never go out of style.



10 Must Have French Fashions



6. Silky Scarves: Whether you wrap it around your neck to block the cold, drape it loosely over your shoulder, or tie it around the handle of your purse, a scarf is the perfect finishing touch.

9. Handy Handbags: After you've gotten that stunning outfit together you've got to have the perfect purse to complete the look. French women use their bag to compliment the outfit, without distracting from it. But a bag that can add a little zest to the outfit is never a bad decision.



7. Top It All Off: When cold weather begins to set in, the French love to darn their favorite caps and hats. While the beret is considered to be the most "French" hat, they are becoming much less common.



10. Designer Stiletto: No outfit is complete without the perfect pair of shoes to give you that extra boost of confidence. Every ensemble is enhanced by those sassy pumps or elegant flats.



8. Shady Secrets: A pair of oversized brown or black sunglasses are must with any outfit. Avoid outlandish colors and shapes. The simpler the better when protecting those baby blues or heavenly hazels.



No matter what item you wear, the key to true French fashion is just to express your unique self.

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