

Schiaparelli

Anneke, Raphael, Nele und Sofía



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Die erste weibliche Designerin auf dem *TIME* Cover

“one of the arbiters of ultra-modern Haute Couture”.

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Kollektionsbeschreibung Ready-to-Wear Spring 2024

Elsa Schiaparelli

- *1890 †1973
- Interesse für antike Kulturen & Religionen, Astronomie
- eigenwillig, fantasievoll, Freigeist
- Umgeben von Surrealisten und Dadaisten
- keine Schneider Ausbildung

“That Italian artist who makes clothes”

Coco Chanel



Schiaparellis Designs

- Pullover mit **Trompe-l'œil** Motiv
- gezeigt in der Vogue
- “pour le Sport” Kollektion
- Eröffnung des Maison Schiaparelli



1927

Woman's sweaters
courtesy the Philadelphia Museum of Art

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1927



Woman's sweaters
in Vogue

Schiaparellis Designs

- avantgardistisch, künstlerisch, humorvoll, surreal
- inspiriert von der Kunst
- experimentell mit innovativen Materialien



1935

Schiaparelli gloves with nails in red python
Courtesy Philadelphia Museum of Art

The Lobster Dress

SALVADOR DALI

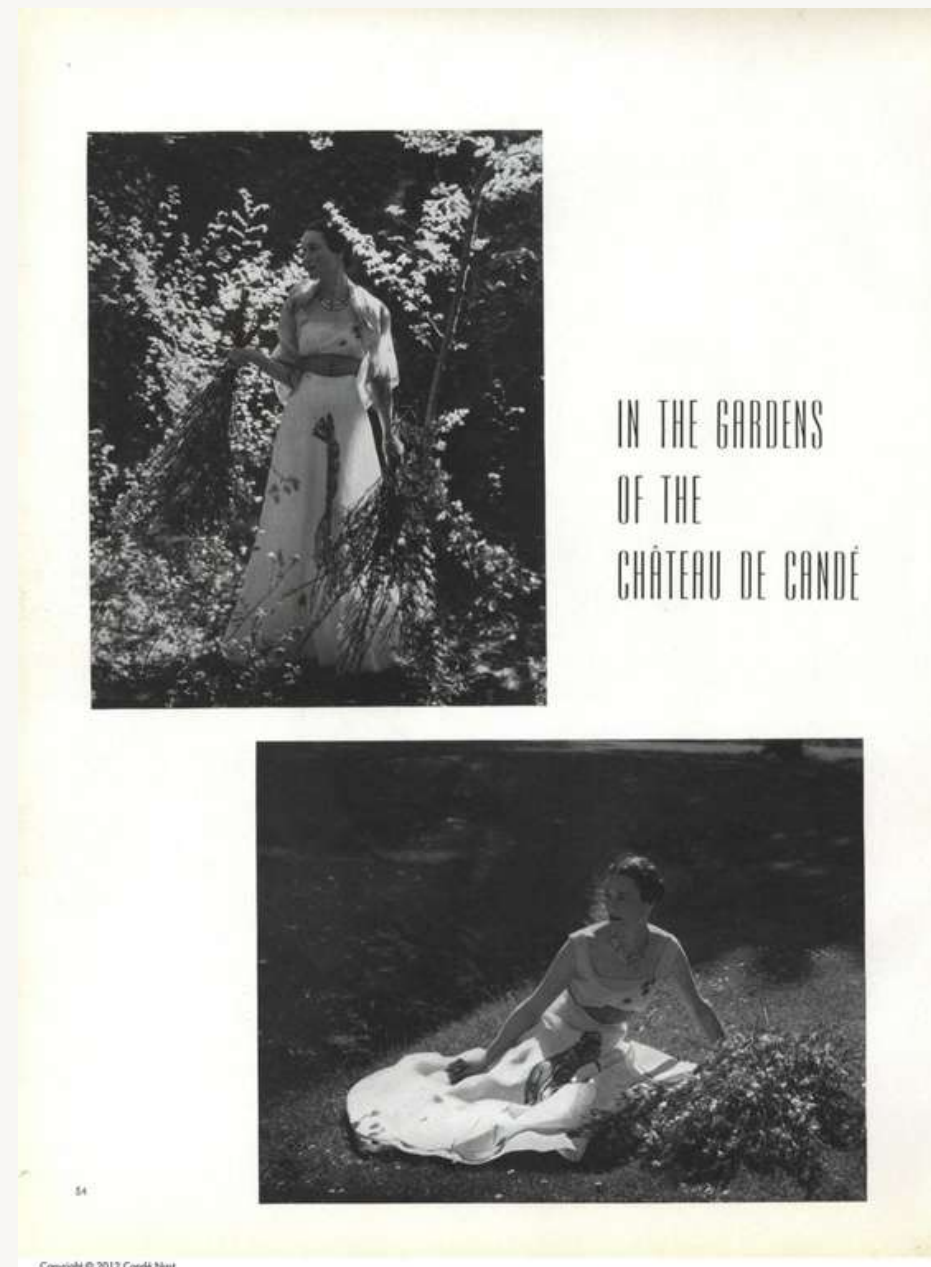
SCHIAPARELLI DRESS WITH LOBSTER PRINT

1937

Of the many collaborations between Elsa Schiaparelli and Salvador Dali, the lobster dress is, without a doubt, the most famous.

Salvador Dali had already used a lobster in his work, in particular in his Lobster Telephone created in 1936. On this summer gown for the Schiaparelli Summer 1937 Haute Couture collection, he designed a lobster motif strewn with sprigs of parsley printed on white organdy. According to legend, Dali wanted to apply real mayonnaise on the dress, but Schiaparelli refused.

This dress was immortalised by Wallis Simpson. It was among the 18 pieces of the trousseau that Elsa Schiaparelli had designed for her on the occasion of her marriage to the Duke de Windsor. The latter abdicated the British crown for love of this woman. The future Duchess created a scandal in this dress, in particular through Cecil Beaton's photographs published in Vogue. Indeed, the placement of the shellfish conferred an erotic charge on the garment and contrasted with the virginal white of the organdy.



"The Future Duchess of Windsor".
Vogue (NY), Vol. 89, Iss. 11, (Jun 1, 1937)



The Schiaparelli "lobster" dress
Courtesy Philadelphia Museum of Art



Daisy Fellowes

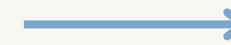
Schiaparellis Patronin, Erbin des Singer-Vermögens, Mode-Ikone, erste Chefredakteurin von *Harper's Bazaar*

Mae West

Schauspielerin, Sängerin, Autorin, Sexsymbol, Inspiration für die "Shocking!" Parfum Flasche



"Shocking!" perfume bottle, 1937



Markenbotschafterinnen

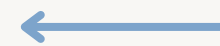
Schiaparelli und die Künstler

JEAN COCTEAU



1937

SCHIAPARELLI "EYE" BROOCH



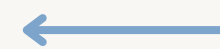
SS 2024
Kleid

“ Working with artists like Bebe Bérard, Jean Cocteau, Salvador Dali, Vertès, Van Dongen; and with photographers like Hoeningen-Huene, Horst, Cecil Beaton, and Man Ray gave one a sense of exhilaration. ”

Elza Schiaparelli



1946



gold

“Le Roy Soleil” perfume bottle by Schiaparelli
Design by **SALVADOR DALÍ**

übergroßer Schmuck →



ANDY WARHOL · SALVADOR DALI · PABLO PICASSO · LEONOR FINI ·
MAN RAY · CHRISTIAN BÉRARD · RENÉ MAGRITTE · MERET OPPENHEIM ·
ALBERTO GIACOMETTI · RAOUL DUFY · DEREK HILL · JEAN-MICHEL FRANK ·
CECIL BEATON · HORST P. HORST · JEAN COCTEAU · RAYMOND PEYNET ·
KEES VAN DONGEN · MARCEL VERTÈS · ELSA TRIOLET · JEAN DUNAND ·
GEORGE HOYNINGEN HUENE

1928

Streifen und maritime Referenzen →

HANDS PAINTED WITH TROMPE-L'ŒIL
IMITATING GLOVES



Pablo Picasso and Man Ray

1935

← Nägel in Senaker und Kleid



Schiaparelli swimming costume N°1

GEORGE HOYNINGEN-HUENE

weitere Elemente die wir in der Spring-Summer 2024
wiederfinden

Daniel Roseberry



Im April 2019, wird er zum “Artistic Director” ernannt

- 1985 Geboren in Texas, Plano
- zuvor 10 Jahre bei Thome Browne
 - 5 davon als Head of Design
- Seit April 2019 Creative Director bei Schiaparelli
- Verkörpert ein modernes und künstlerisches Rollenbild

Die Vision



“I want everyone in the front row to gasp at every look”

-Daniel Roseberry



Respekt vor Tradition

Kreativität und Experiment

Handwerkskunst und Qualität

Einzigartigkeit und Extravaganz

Dialog zwischen Kunst und Mode

**Gegenwärtige Models vermitteln den Mitstreit am heutigen
Modeschauspiel**



Vergangene bewahren die Nostalgie

Kollektionsbeschreibung

**Ready-to-Wear Spring/
Summer 2024**

AN EVERYDAY SENSATION

“make the everyday come to more vivid, more surprising life”



Homage to Elsa Schiaparelli

surrealism & humor

**the ease of being an American &
the rigor of French chic**



Kollektionsbeschreibung

36 Looks



Jacke

13



Boots

2



Sneaker

7



Bolero

6



Hose

11



Heels

27



Top

8



Rock

9



Bodysuit

2



Kleid

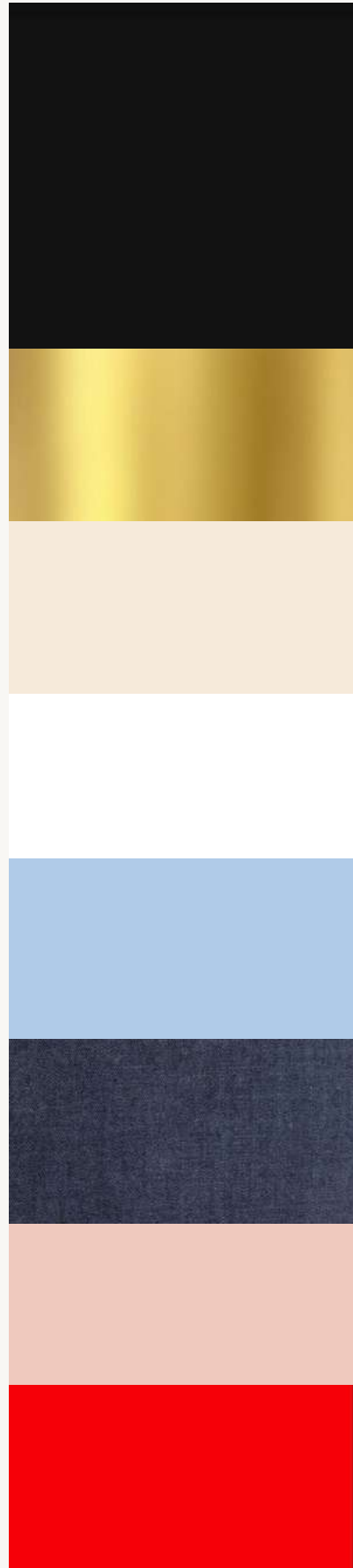
11



Bluse

2

Farben & Stoffe



Popeline

Samt

Leinen

Leder

Baumwoll Twill

Tweed

Jersey

Viskose

Woll Twill

Satin

Denim



Details

MEASURING TAPE



MEASURING TAPE

KEYHOLE



BODY PARTS



BODY PARTS



BAG CONTENT



BAG CONTENT

SEA ANIMALS



SEA ANIMALS

RED NAILS



RED NAILS





Zusammenfassung

Elsa Schiaparellis revolutionäre Vision veränderte für immer das Verständnis von Bademode, Sportkleidung, Haute Couture und Kunst

zusammen mit Künstler*innen wie, Dalí, Cocteau, Man Ray, Giacometti und Marcel Vertès, ließ sie die Mode mit der Kunst verschmelzen und änderte somit ihre Bedeutungen

Daniel Roseberry griff die DNA der Marke auf und inkorporierte in der Kollektion Spring-Summer 2024 sehr viele der historischen Elemente die Schiaparelli in Zusammenarbeit mit den Künstler*innen kreiert hatte

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Kollektionsbeschreibung

Ready-to-Wear Spring 2024



Daniel Roseberry

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Daniel Roseberry

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Kollektionsbeschreibung

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schiaparelli

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pour la ville

pour le soir

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paris

Danke!