



IN FASHION



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During the Belle Époque, the very prodigal Paul Poiret was fond of organising sumptuous parties in his private mansion on the Rue du Faubourg Saint-Honoré, where it was of course fashionable to appear in a dress made by the master. One such costume ball, entitled *La mille et deuxième nuit* (The Thousand and Second Night), was attended by 300 invitees from the Parisian elite on a beautiful night in June 1911, and transported the guests with a Persian-themed atmosphere that left a lasting impression on even the most critical minds. Always ahead of his time, Poiret was possibly the first modern-day couturier to devise a narrative setting for his collections.

Over the course of the 20th century, fashion shows became social events that gradually opened their doors to journalists and photographers, and then to radio and television, but the way they were staged hardly changed at all: the models walked in a line between the guests, with no real choreography, even for game-changing catwalks like Christian Dior's first collection in 1947.

The first Paris Fashion Week, held in the prestigious setting of the Château de Versailles in November 1973, is commonly referred to as 'The Battle of Versailles', because it was staged as a (peaceful) duel between five French fashion houses and five of their New York counterparts. Under the patronage of Baroness Marie-Hélène de Rothschild, who organised the event for a fundraising cause (proceeds went to the restoration of the royal castle), five Parisian challengers – Yves Saint Laurent, Hubert de Givenchy, Pierre Cardin, Emanuel Ungaro, and Christian Dior (represented by Marc Bohan) – took on Anne Klein, Oscar de la Renta, Halston, Bill Blass, and Stephen Burrows. Despite a quite original staging by the French designers, in the spirit of Charles Perrault's fairy tales, the advantage went to the







“Paris is a city that is known for putting on very sophisticated events, very beautiful exhibitions... with its sense of elegance and chic.”

THIERRY MUGLER

PARISIAN STREET STYLE















Parisian fashionistas sitting outside a café, September 2016.



Woman attending a Hermès show, wearing a silk kimono with matching co-ord and matte leather handbag, 2022.



Moroccan leather slippers worn to 'Morocco Day' at the Paris haute couture Fashion Week Autumn/ Winter 2016.

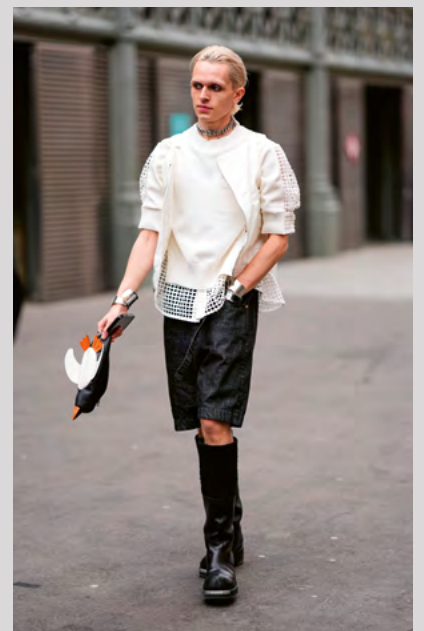


The iconic Jacquemus Chiquito handbag, March 2019.

Schiaparelli Anatomy Jewelry handbag, October 2022.



A Hermès guest, Paris Fashion Week, January 2024.



A guest at a Sacai show, 2024.



Fashionista during the Paris Fashion Week Autumn/Winter 2019-2020, February 2019.



Swarovski's creative director Giovanna Battaglia Engelbert, during the Paris Fashion Week, March 2016.



Ukrainian stylist and fashion editor Julie Pelipas outside a Miu Miu show, March 2019.



An attendee leaving a Paris Fashion Week show in 2019.



Guests of a fashion show at Place Vendôme, Paris Fashion Week, October 2016.



Fashion week, September 2018.











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