

# Fashion Capitals

Paris, Tokyo, Milan, New York, London

# Paris

- ▶ First fashion capital
- ▶ Chic and Stylish
- ▶ Sophisticated, tailored cut, accessories are understated and smart.
  
- ▶ Yves Saint Laurent
- ▶ Christian Dior
- ▶ Chanel



# International Fashion Centers: Paris

- ▶ First fashion capital
- ▶ Home to many premier designers: Chanel, Dior, Hermes, Vuitton, and St. Laurent
- ▶ Paris Fashion Week is the grand finale of the Big 4 (New York, London, Milan are the others)
- ▶ Biggest names in the industry are in Paris.
- ▶ Best shopping streets in the world.
- ▶ Haute Couture was born in Paris
- ▶ Only the French Chambre Syndicale de la Haute Couture can bestow upon a designer the title of couturier.
- ▶ The French dress to impress!



# Milan

- ▶ Casual elegance and luxury fibers.
- ▶ Bright colors & bold ideas
- ▶ Giorgio Armani– known for his subtle mannish styles for both men and women.



# International Fashion Centers: Milan

- ▶ Home to many famous designers: Armani, Versace, Prada, Valentino
- ▶ Milan Fashion Week is held twice a year.
- ▶ Italian designers are known for leather goods (shoes) and luxury fabrics



# Tokyo

- ▶ “Look” is loose and apparently unstructured.
- ▶ Pattern added through complicated cutting and sewing techniques.
- ▶ Colors are often subtle, and somber.
- ▶ Fabrics are rich in texture.
- ▶ Harajuku look inspired by anime.



# International Fashion Centers: Tokyo

- ▶ Famous designers are: Issey Miyake, Rei Kawakubo, Yohji Yamamoto, Hanae Mori
- ▶ Known for street style: Lolita, Gyaru, Ganguro, Kogal, Dolly Kei, Fairy Kei, Mori Girl, etc
- ▶ Known for significant consumption of luxury goods
- ▶ Known for clothing that doesn't follow the body shape

ISSEY MIYAKE

LITTLE MISS REI KAWAKUBO  
*comme des garçons*

Yohji Yamamoto  
YOHJI YAMAMOTO



# London

- ▶ Unorthodox clothes, with a young market and popular appeal– punk or rebel
- ▶ Conservative cuts and traditional styles for upper class.
- ▶ Individualistic style for youth.
  
- ▶ Vivienne Westwood
- ▶ Alexander McQueen



# International Fashion Centers: London

- ▶ Home of famous designers: Vivienne Westwood, Alexander McQueen, Stella McCartney, Jimmy Choo, and Manolo Blahnik
- ▶ Major fashion districts are: Knightsbridge District, South Kensington, Saville Row, and Chelsea
- ▶ London Fashion Week and The Clothes Show London are the prominent fashion events.
- ▶ London Fashion Week is known for its new, fresh and creative designers
- ▶ London is known for 2 conflicting fashion styles: uptight and “proper” and punk

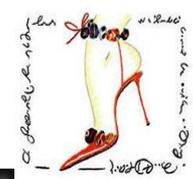
JIMMY CHOO



Vivienne Westwood

ALEXANDER MCQUEEN

MANOLO BLAHNIK



# New York

- ▶ Clean-cut and casual style reflecting athletic, health conscious life styles.
- ▶ Natural fabrics
- ▶ Calvin Klein
- ▶ Ralph Lauren
- ▶ Donna Karan



# Fashion Centers

- ▶ United States

  - New York City:

    - Center of U.S. fashion
    - Fashion Weeks (February for FALL and September for SPRING)
    - Over 5,000 showrooms
    - Seventh Ave.– Fashion Walk of Fame
    - Separates, sportswear and natural fibers



# New york

- ▶ Fashion District is the largest in the world. It ranges from 5<sup>th</sup> Avenue to 9<sup>th</sup> Avenue and from 34<sup>th</sup> to 42<sup>nd</sup> Street
- ▶ It is estimated that there are 900 fashion companies headquartered in NYC.
- ▶ 180,000 are employed in the industry, which generates over \$2 billion in tax revenues a year



# U.S. Fashion Centers: Los Angeles

- Los Angeles:
  - Largest concentration of fashion related businesses in the western US– consisting of 90 city blocks
  - California Market Center– 1,800 showrooms
  - Known for laid-back casual styles and life style and bloggers.



# U.S. Fashion Centers: Miami

Known for luxurious boutiques, designer stores galore, and its international center of commerce.

Miami holds 3 fashion weeks: Fashion Week Swim, Miami Beach Internationals and Funkshion Fashion Week. They showcase swimwear, international design, and resort wear.



# U.S. Fashion Centers: Chicago

- ▶ Known for the Magnificent Mile (Michigan Ave) Great shopping!
- ▶ Chicago does it's own fashion show and has showcases for many major fashion events



