

-Before the taste and fashion in clothing was identified in the client, the famous upper class person.

Like Marie Antoinette and Queen Elisabeth I, personal credit

-Before, the cut of clothing changed very slowly, and was taken care of tailors etc

-modistes of the earlier centuries dealt with imaginative trimmings, accessories and choice of fabric



-In the middle of the nineteenth century France

-romantic ideas about artistic genius -> original genius dress designer

-artist as a prophet and hero

-rise of the bourgeoisie and of the unconventional artist -> couturier as dictator

-before, the tailor was never mentioned

Main difference beginning with Worth -> exclusive fashion as *a business*

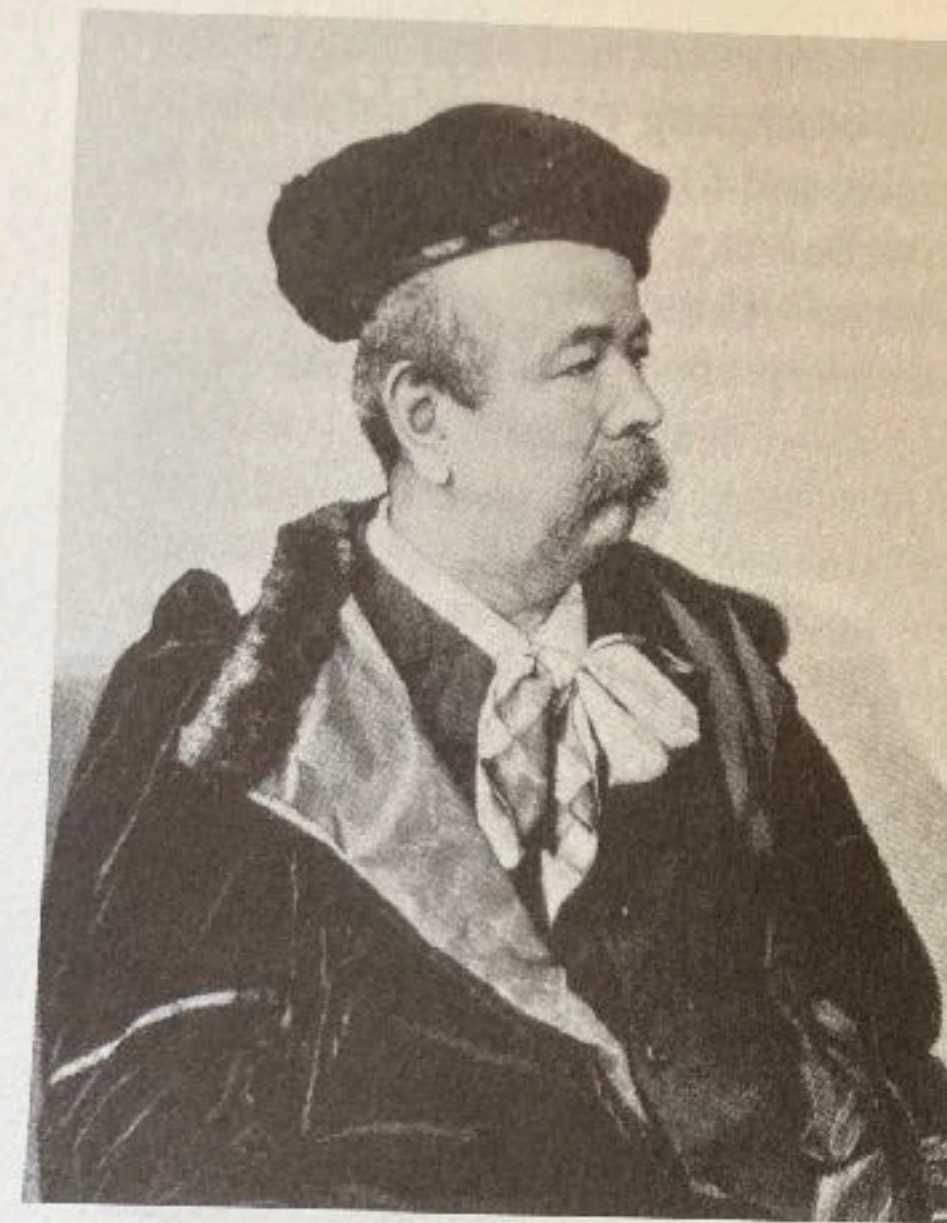
-value of the commodity in its intrinsic design, not in its association with the public figure

-dress design recognized art, practice by artists with known names

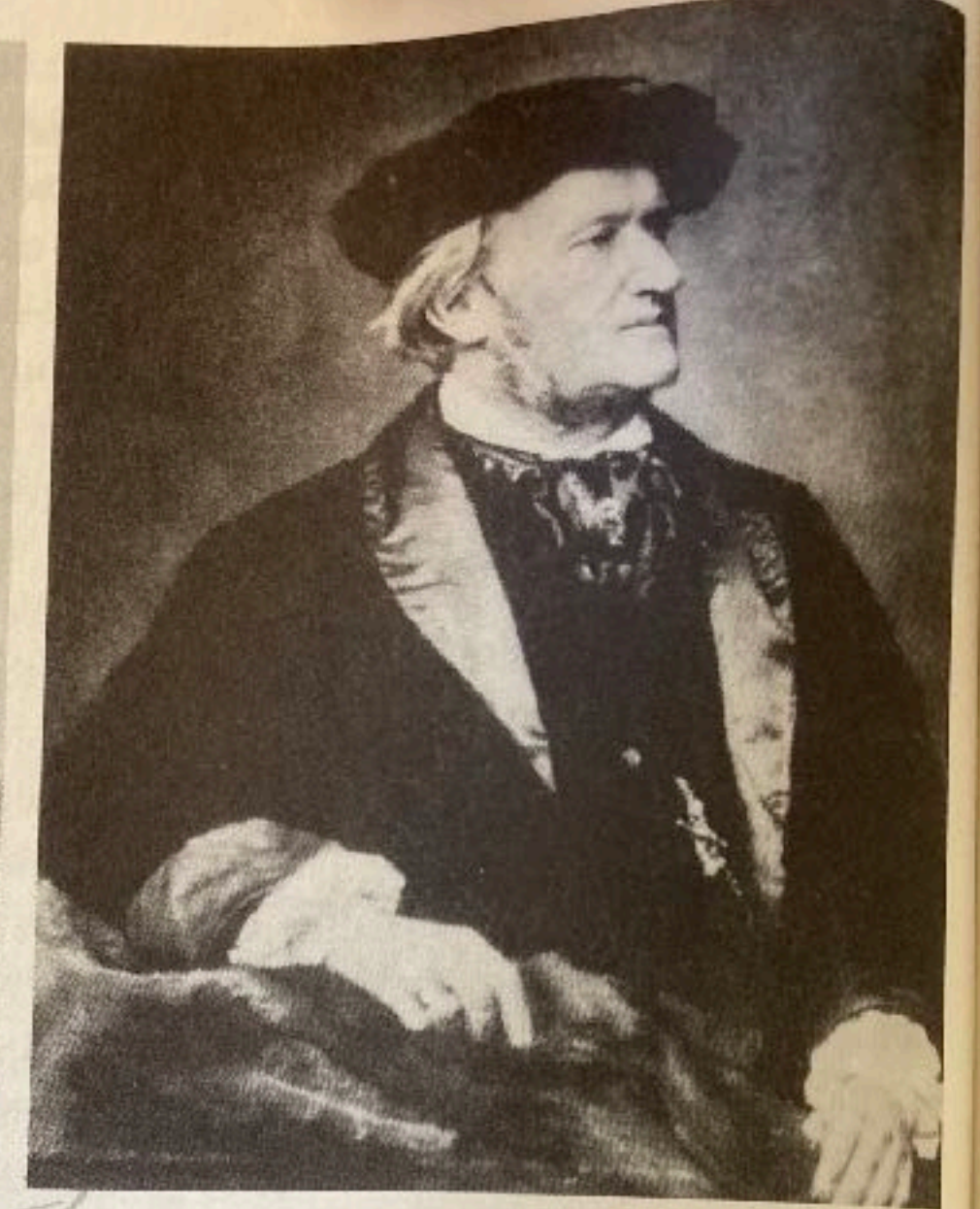
-grand couturier created models with no particular client in mind

Worth: flamboyant and autocratic manners

Worth- Wagner- Rembrandt



v. 33 Engraving from a photograph of Charles Frederick Worth, c. 1880



v. 34 Photograph of Richard Wagner, c. 1870



v. 35 REMBRANDT VAN RIJN  
Self-Portrait, 1640

Englishman living in Paris

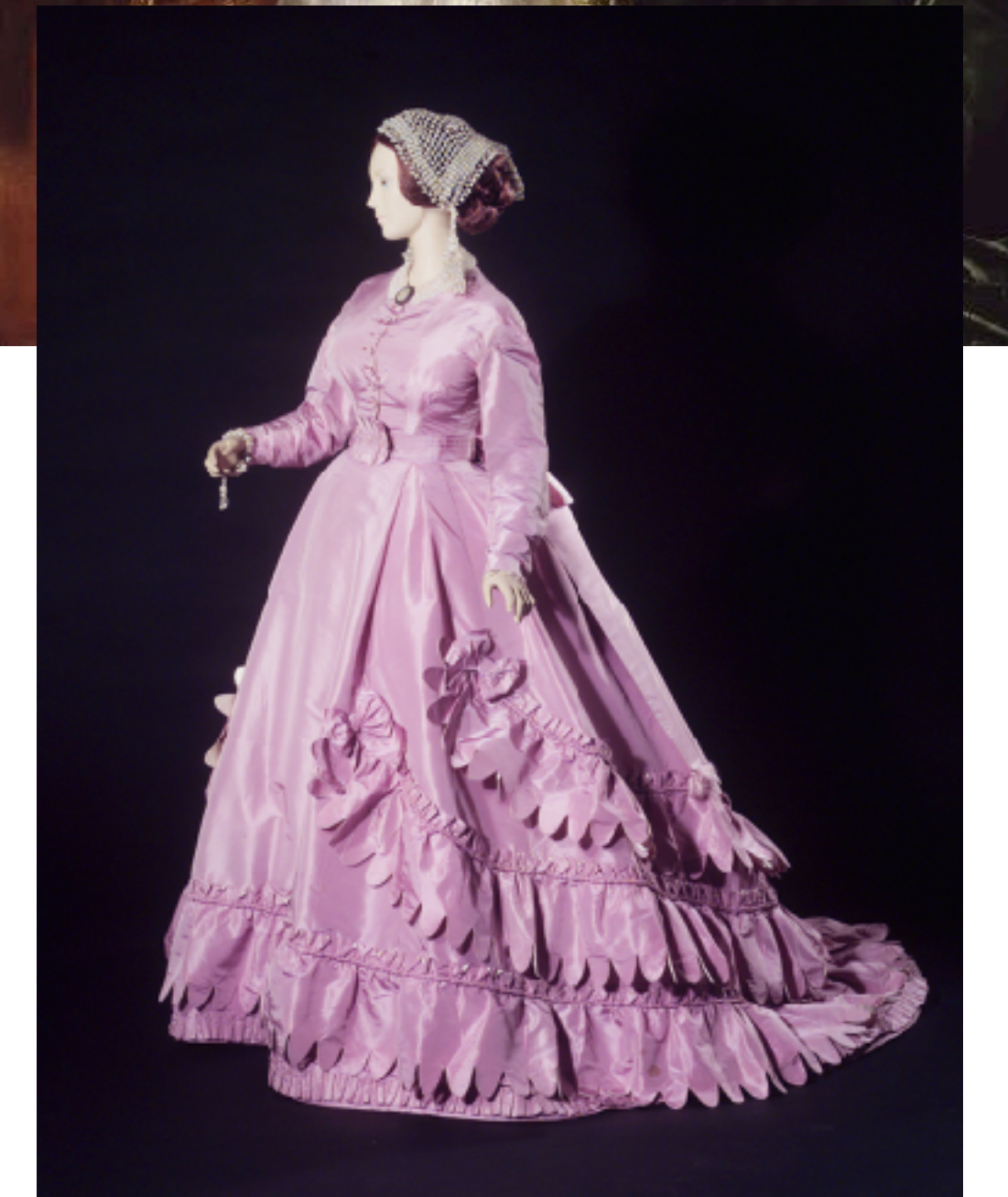
Charles Frederick Worth (1825-1905) was the first designer to have his label sewn into the garments (wikipedia)

Former draper

Worth used his royal connections to gain recognition and clients

Napoleon's court: formal dress -> Worth-style gowns for Napoleon's court

Collection showcasing a series of garments and designs unique to *this one collection only*



Coco Chanel 1883-1971

Revolutionised the way women got dressed

Started with hats

1913 womens sport collection

Inspiration from men's clothing

Freeing, no corset

Trousers

Everyday luxury?

Little black dress

Skirt suit set

Perfumes



”The rise of the designer in the 1900’s led to huge names like; Cristobal Balenciaga, Christian Dior, Elsa Schiaparelli, Yves Saint Laurent and Hubert De Givenchy, all who carried on Worth’s ideation of Couture, fashion shows and the structure of fashion we know today, fashion and design was really born in Paris. ”