JEANNE LANVIN

PALAIS GALLIERA

CITY OF PARIS 8^{tl}
FASHION MUSEUM 23

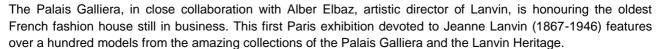
EXHIBITION

WITH THE GENEROUS SUPPORT OF SWAROVSKI

8th March -23rd August 2015 INFORMATION

www.palaisgalliera.paris.fr

Jeanne Lanvin, coat, 1937 © Patrimoine Lanvin © Katerina Jebb



Mademoiselle Jeanne began her career as a milliner in 1885. In 1889, she opened a shop "Lanvin (Melle Jeanne) Modes" at 16 Rue Boissy d'Anglas, then in 1893 acquired her premises at 22 Rue du Faubourg-Saint-Honoré. In 1897, she gave birth to her only daughter, Marguerite, who became her primary source of inspiration. In 1908, Jeanne Lanvin hit upon the new idea of children's clothes. The following year, she opened the Young Ladies' and Women's department. That same year, she joined the *Syndicat de la Couture*, the designers' union, and entered the closed world of French Fashion Houses. There followed a brides' department, departments for lingerie and furs and, in the early 1920s, interior decoration and sport. In 1926, the entrepreneurial designer launched into men's fashion. She also opened shops in Deauville, Biarritz, Barcelona, Buenos-Aires, Cannes, and Le Touquet... Inspired by the intense blue in frescoes by Fra Angelico, that same quattrocento blue became her favourite colour... In 1927, she celebrated her daughter Marguerite's thirtieth birthday with the creation of the legendary perfume *Arpège*. The famous logo designed by Paul Iribe, depicting the couturière with Marguerite, is displayed on the round bottle created by Armand Rateau. The same logo is still featured on Lanvin creations to this day.

Jeanne Lanvin used travel diaries, swatches of ethnic fabrics and a vast library of art books to feed her curiosity and inspire her to create fabrics, patterns and exclusive colours. Jeanne Lanvin represents artistry in materials, embroidery, topstitches, twists, spirals, cut-outs – all the virtuosity of the couturière's craft. It is classical French perfection, with very 18th century style dresses – slender bust, low waist, ample skirt – contrasting with the tubular line of Art Deco with its black and white geometrical patterns, the profusion of ribbons, cristals, beads, and silk tassels.

A capacity for hard work and an intuitive understanding of the modern world only partly explain the extraordinary success of this discreet woman. Alber Elbaz and the Palais Galliera invite you to an encounter with this great lady of haute couture, Jeanne Lanvin.

Nadja Swarovski, Member of the Swarovski Executive Board, commented: "We are honoured to partner with the Palais Galliera in supporting the first retrospective dedicated to Jeanne Lanvin, one of the greatest figures of Parisian haute couture. Swarovski was founded in 1895, just six years after Mme Lanvin established her house, and she used crystals to adorn the luxuriously embellished evening gowns which became her trademark. This inspiring exhibition pays tribute to the skill, inventiveness and creativity of a great artist who captured and expressed the spirit of her time, and celebrates over 125 years of extraordinary fashion heritage which continues to thrive under Alber Elbaz."

PALAIS GALLIERA

CITY OF PARIS FASHION MUSEUM

10 avenue Pierre I^{er} de Serbie, Paris 16^e +33 (0)1 56 52 86 00

Tuesday-Sunday, from 10 am to 6 pm Night opening on Thursdays until 9 pm Closed on Mondays & public holidays Access by Metro ligne 9, Iéna

RATES

Full 9 € I Reduiced 6 € I Free up to 18

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ARTISTIC DIRECTION

Alber Elbaz, artistic director of Maison Lanvin, with Laure Harivel, Katy Reiss & Romain Stiegler

GENERAL CURATOR

Olivier Saillard, director of the Palais Galliera

ACADEMIC ADVISORS

Sophie Grossiord, general curator at the Palais Galliera, assisted by Christian Gros

SCÉNOGRAPHY

Laurence Le Bris

CATALOGUE

Editions Paris Musées, Price : 45 €

PRESS CONTACTS

Palais Galliera

Anne de Nesle Caroline Chenu 01 56 52 86 08 presse.galliera@paris.fr

Maison Lanvin

Communications Department Hania Destelle Charles-Henry Paradis 01 44 71 32 26 cparadis@lanvin.com

Swarovski

Xavier Hottinger 01 42 56 76 96 xavier.hottinger@swarovski.com





