

New fashion exhibition pays tribute to the golden era of haute couture

On 17th September, the fashion exhibition Paris of the North – NK's French Atelier 1902–1966 will open at Nordiska museet to coincide with the launch of a lavish book with the same title. The exhibition and the book pay tribute to the craft of couture while offering a magnificent visual encounter with the northernmost outpost of Paris haute couture.



The exhibition and book about NK's French Couture Atelier contribute to a so far unexplored part of the history of fashion in the Nordic countries. Photo: Helena Bonnevier/ Nordiska museet.

The French Couture Atelier (NK:s Franska damskrädderi) at the Nordiska Kompaniet (NK) department store in Stockholm was the leading establishment for women's fashion in the Nordic countries during the golden age of haute couture, from the turn of the last century to the 1960s. The elegant atelier collaborated closely with leading Paris fashion houses. Just like the masters of haute couture, NK's French Atelier produced exquisitely crafted made to measure creations for private customers. The high quality and level of craftsmanship ensured a long life for these garments as well as a degree of sustainability at all levels that serve as inspiration to this day.

The exhibition and the book about NK's French Atelier, contribute to a so far unexplored part of the history of fashion in the Nordic countries, and are produced in collaboration with the fashion journalist Susanna Strömquist. About a hundred garments will be shown, half of which are on loan from members of the public. Via an appeal in collaboration with NK during the autumn of 2019,

Nordiska museet was able to source newly discovered garments and hitherto unknown stories.

“Nordiska museet owns the largest collection of costumes and fashion in the Nordic countries including everything from haute couture to home-made clothes. The museum has housed a large part of NK’s archive since the 1970s, including many photographs from NK’s French Couture Atelier. The archive and the recently collected stories and garments constitute a historical treasure trove, now shown for the first time,” says Nordiska museet foundation director **Sanne Houby-Nielsen**.

The main focus of the exhibition and the book is on the exquisite craft of couture. Over one hundred garments dating from between 1902 and 1966 will be shown together with photographs and films in a setting that reflects the two parallel worlds of the enterprise – the elegant salon and the busy atelier. Customers included royalty, high society, professional women and the stars of stage and screen.

“NK’s French Atelier was known as the northernmost outpost of Paris fashion. This was where haute couture from leading couturiers in the capital of fashion, Paris, met a Scandinavian audience. The book and the exhibition look at every aspect of Stockholm’s most exclusive and legendary couture atelier,” says Susanna Strömquist, initiator to the book and exhibition on NK’s French Atelier.

The fashion exhibition “Paris of the North” – NK’s French Atelier 1902–1966 opens at Nordiska museet on 17th September.
Read more on nordiskamuseet.se.

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Photo: Helena Bonnevier/ Nordiska museet.



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