

Elsa Schiaparelli
1890-1973

*"Never fit a dress to the body but
train the body to fit the dress"*
-Schiaparelli

Background

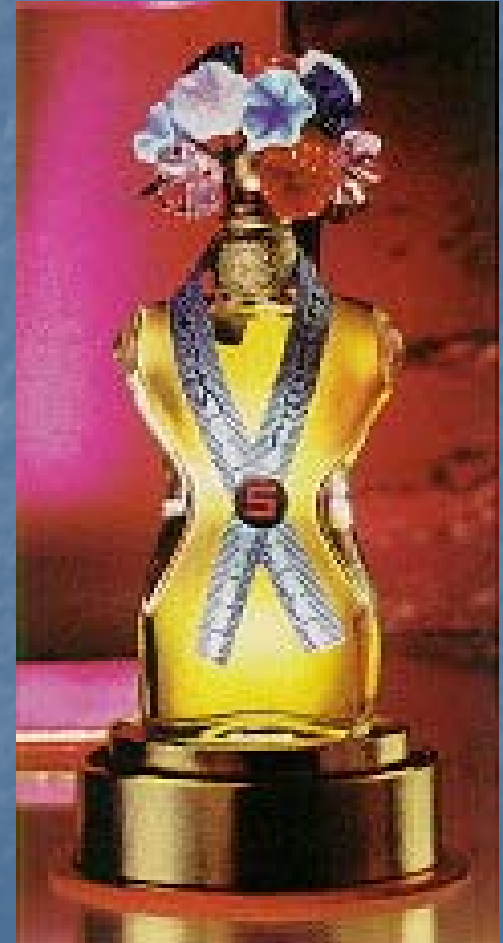
- **Elsa Schiaparelli** was an Italian who began her career as a designer in 1930s Paris
- While Coco Chanel and Madeline Vionnet designed easy, soft clothes, Elsa Schiaparelli designed unusual, almost shocking garments.
- She invented *shocking pink* and introduced *mad prints*, buttons and accessories.
- She was the designer for *hard chic*, those who want to be shocking.

Background

- Elsa introduced the *upturned shoe hat* which became very famous.
- She was the first one to do the *boutique* look in a store when she started selling her sweaters and accessories in the corner of the her salon.
- This idea was copied after World War II, and the *boutique* was born.
- World War II marked the end of her business; she retired and never returned to fashion.
- She died in 1973 at the age of 83.

Schiaparelli Fragrances

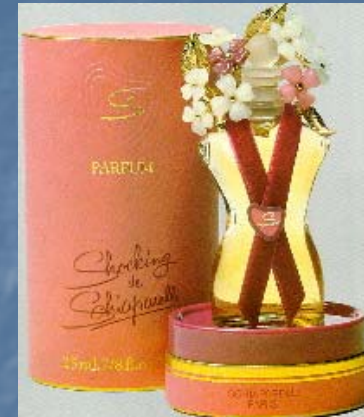
- *Elsa Schiaparelli was born in Rome in 1896*
- *She opened her house in Paris in 1929 and was immediately successful*
- *She became a leading international designer of fashion and fragrances*
- *She created numerous perfumes, but her main fragrance was **Shocking.***



Schiaparelli Fragrances

- *The re-edition of Shocking was presented to fragrance collectors at the Divinence Exhibit in Paris, France and subsequently on the Elsa Schiaparelli boat at the Fragrance World Exhibition in Cannes, France*
- *Schiaparelli France embarked upon a program to meticulously reproduce Elsa Schiaparelli's original fragrances*
- *It was produced in a Baccarat crystal, limited numbered edition bottle*
- *The fragrance, composed of over 500 individual ingredients, is adorned by a crystal bottle in the form of a female bust protected by a glass cover*
- *The price of the re-edition is approximately \$1,000*

Schiaparelli Fragrances



Fashions' Gift to Surrealism

Elsa Schiaparelli

- Elsa Schiaparelli was a surrealist artist in the world of high fashion
- She raised glass and mirrors to unprecedented levels of fashion
- Her clothing was more than apparel as she fused inventive creativity and romance into art
- She took willful illusion and pounded it into wearable apparel
- Her accessories became fashion statements to be worn and admired.

Schiaparelli's Leather Goods

- Schiaparelli brings newness and fashion to the handbag scene accented with a "lovers knots" on the shoulder strap
- Designed in Paris and manufactured (hand finished) in Italy with a brilliant leather flap and matte color matching technofiber
- Interior designed with one large compartment
- Flap is designed with soft padding and magnetic snap closure under flap

Schiaparelli's Leather Goods

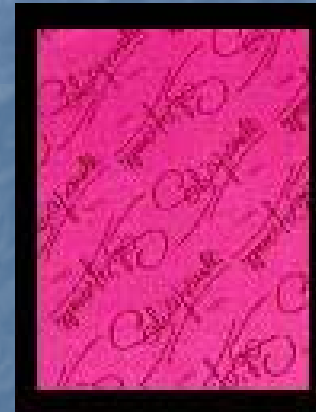


Schiaparelli's Signature Wear

- *This is Schiaparelli's signature seen on many of her Casual wear pieces*



Schiaparelli Fashion and Scarves



- *Schiaparelli Italian silk scarves bearing the Schiaparelli signature are seen in black on white, shocking pink on white, and black on shocking pink*

Schiaparelli Jewelry



Important Facts to Remember

- Designed unusual, surreal designs incorporating art of the moment
- Invented shocking pink, and introduced mad prints, buttons and accessories
- 1st to do the boutique look in a store (idea was copied after WWII and the boutique was born)
- Known for the fragrance *Shocking*