Elsa Schiaparelli
1890-1973

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