Born as Germaine Bartian in Paris in 1903.
Her family was educated and wealthy.
She studied art intending to be a sculptor, which greatly influenced her gowns.
She marries Serge Czerefvok and has a daughter, Anne.
Started as an apprentice to Premet in 1930, and learned dressmaking skills.

She eventually started designing with toiles (sheer fabrics) on her own and created her new name “Alix” with silent partners in a company. She sold coats, jersey dresses and evening wear.

After disagreements with the silent partners of Alix she lost the copyright to her name and started a new House with the name Gres (her husband's given name backwards.)

Her first collection was critiqued as “severely offensive to Germans” being the colors of the French flag. The house was shut down by the occupying Germans for one year.
Always worked alone with one live model making the pattern directly on the model.

Most of the staff worked with her for decades at a time and knew her so well they could produce her designs without conversation.
Madame was best known for her draped jersey dresses.

Her “draped dresses” were greatly influenced by her sculptures.

She often designed using silk, crepe or matte finish jersey.
Madame's Designs
Cabotine won the award for “Best International Female Fragrance” in 1992
Timeline

- 1940- House of Gres opens
- 1959- Perfume line begins
- 1976- Accessory line is introduced
- 1980- Ready-to-wear line is introduced
- 1988- Madame retires
She died in 1993, but her death was not announced until 7 months later because her daughter felt that her work had been ignored in recent years.

Her name as a designer still lives on today.