PARIS - THE WORLD CAPITAL OF FASHION

There is much to say about the capital of France, but at the top of this list is undoubtedly its association with the world of fashion. Today, we'll tell you why Paris is recognized as the world capital of fashion.

FASHION CAPITALS

Among the so-called Big Four fashion capitals, Paris, London, Milan, and New York are mentioned. This choice is, of course, not accidental. These are cities that significantly influence global trends. Famous fashion shows are organized there, and many designers create their projects there. They are also cities where the fashion industry has significantly influenced their development, and haute couture, or high fashion, had its beginnings. Today, we want to focus on highlighting the capital of France as one of the leading cities associated with fashion.

BEGINNINGS OF HAUTE COUTURE - ROSA BERTIN AND CHARLES FREDERICK WORTH

Fashion has always emanated from the upper echelons of society; it was wealthy people who created trends. The beginnings of fashion, as we understand it today, can be traced back to the courts. Kings and courtiers had to adhere to specific rules regarding clothing, which were somewhat relaxed in the 18th century. In Paris, boutiques offering unique clothing began to appear in the 18th century. The enrichment of society and the evolution of urban society made places like these very popular. It was in the 18th century in France that the first professional workshops of tailors specializing in haute couture were established, as well as fashion magazines. Rosa Bertin is recognized as the first personality of French haute couture. In 1770, she opened the first fashion house, Le Grand Mogol. Thanks to the patronage of Marie Antoinette, she dressed the court and gained the title of Minister of Fashion. In the 19th century, Charles Frederick Worth moved to the city - an innovator who introduced fashion shows with models, came up with the idea of ​​creating cohesive collections, and cared about the image and promotion of the brand.

PARIS, THE FASHION CAPITAL - THE HOUSE OF COCO CHANEL AND OTHER DESIGNERS

The 20th century saw the blossoming of fashion, and people became keenly interested in the subject, taking great care of their appearance. The most famous designer of those times is undoubtedly Coco Chanel. The designer presented her first collection in 1916. Thanks to her, women fell in love with the little black dress, began to pay attention to accessories, and fell in love with tweed jackets. The fashion industry in Paris gained momentum, and by the end of the 20th century, many fashion houses had emerged in the French capital, with their leading designers being recognizable worldwide. Many designers tied their destinies to Paris, even if they were not French by birth. Paris, the world capital of fashion, helped them spread their wings and succeed in the industry. Among the most famous fashion designers associated with Paris, it is worth mentioning the following individuals: Yves Saint Laurent, Christian Dior, Cristobal Balenciaga, Pierre Balmain, Pierre Cardin, Jean-Paul Gaultier, Hubert de Givenchy, Christian Lacroix, Thierry Mugler, Paco Rabanne, Nina Ricci, Sonia Rykiel, Elsa Schiaparelli, Elie Saab, Alexandre Vauthier, Louis Vuitton.

THE FASHION INDUSTRY IN PARIS

The city quickly gained its reputation as the world capital of fashion. Exclusive boutiques and department stores began to emerge in Paris. Among the existing department stores worth mentioning are places like Bon Marché or Galeries Lafayette. To this day, the fashion-centric streets include Avenue Montaigne, Rue de la Paix, and Rue Saint-Honoré. Since 1973, Paris has been hosting fashion weeks, or Fashion Week. Paris, the world capital of fashion, can also boast the Palais Galliera Fashion Museum or the Yves Saint Laurent Museum. Many exhibitions dedicated to specific designers or clothing elements are organized in various museums. In the past, the Bourdelle Museum presented an exhibition featuring Cristobal Balenciaga, and the Mona Bismarck American Center dedicated an entire exhibition to the little black dress over the years.