

## Milan, Italy

Italian fashions have a reputation for casual elegance and luxury. Many Italian couturiers, such as Valentino, are based in Rome. However, Milan is seen as the fashion capitol of Italy because many well-known designers are based there and it is the venue for the Italian designer collections, which take place at an exhibition center called the Diera di Milano or the Milan Fair.

Among the best known and the most exclusive names in Italian fashion design are Gianfrance Ferre, known for his boldly cut brightly colored clothes, and Giorgio Armani, known for his subtle mannish styles for both men and women.

### Top Italian designers:

Giorgio Armani	Gianna Cassoli	M. Galante per
Alma Couture	Emillio Cavallini	Circolare
Filippo Alpi Femme	Ernestina Cerini	Raniero Gattinoni
Maria Grazia Amoretti	Complice	Genny
Roberta Badio	Anna e Cristina Costi	Daniela Gerini
Baila	Raffaella Curiel	Gherardini
Maurizio Baldassari	Dadoscorza by Edward	Istante
Renato Balestra	De Carlis	Juditte
Federico Bano	Roberta De Castello	Bill Kaiserman
Basile	Dolce e Gabbana	Krizia
Bensussan	Elicolaj	Andre Laug
Laura Biagiotti	Ematite	Paola Marzotto
Blumarine	Erreuno	Max Mara
Chiara Boni	Fendi	Anna Mucci
Mariella Burani	Salvatore Ferragamo	Gioia Nordi
Byblos	Gianfranco Ferre	Tita Rossi
Cailand	Alberta Ferretti	Tivioli
Callaghan	Fiore	Mario Valentin
Armando Calo	Floranna	Gianni Versace
Capucine	Gialunca Gabrielli	

## Paris, France

French fashion is chic and stylish. Paris is the home of famous couture houses such as Dior and Chanel. The houses stage exclusive fashion shows in their own salons. Many other famous French designers show their work at the designer collections, which are held twice a year and command international attention.

One of the best-known French designers and a pioneer of ready to wear is Yves Saint Laurent. He has consistently turned out stylish, quality garments over the many years.

Thierry Mugler is well known for his figure hugging styles and Karl Lagerfeld although a German designer, has a French approach. One of the innovators of French fashion is Jean Paul Gaultier. He designs unusual witty clothes, which stand apart from the main thrust of French style. (He is the designer for Madonna, enough said.)

Parisian style is sophisticated, skillfully cut, and accessories are understated and smart.

### Top Designers:

Jin Abe	Romeo Gigli	Thierry Mugler
Balencia	Givenchy	Bernard Perris
Dorothee Bis	Kenzo	Nina Ricci
Cerruti Femme	Hiroko Koshino	Sonia Rykiel
Chanel	Christian Lacroix	Yves Saint Laurent
Chloe	Karl Lagerfeld	Jean-Louis Scherrer
Enrico Coveri	Guy Larouche	Emanuel Ungaro
Christian Dior	Matsuda	Valentino
Louis Feraud	Issey Miyake	Kansi Yamamoto
Jean-Paul Gaultier	Claude Montana	Yohji Yamamoto

## London, England

The British fashion scene is known for unorthodox clothes, with a young market and popular appeal. Recently, London has attracted a lot of international attention with its designer collections, which are held at a hall called Olympia.

Vivienne Westwood is one of the pioneers of the street style; the name of daring youthful looks which London is known for. Following Westwood and turning out fresh ideas consistently are designers such as John Galiano, Richmond Cornejo and a design group called the English Eccentrics.

Other well, known names include Zandra Rhodes, Katherine Hamnett (known for slogan t-shirts) and Bruce Oldfield who designs glamorous evening wear.

Other top designers:

Bodymap  
Joe Casely-Hayford  
Caroline Charles  
Nick Coleman  
Paul Costelloe  
Ghost  
Pam Hogg  
Betty Jackson  
Bruce Oldfield  
Ednia Ronay  
Vivienne Westwood  
Workers For Freedom

## New York, U.S.A.

American fashion design is dominated by a clean-cut casual style reflecting the sporty, health conscious life styles of many Americans. The fashion industry in New York is based around Seventh Avenue.

A designer who helped to set the trend in America for sport-influenced daywear throughout the 1940s and 50's was Clair McCardell. Many of her styles have been revived in the 1980's. More recent influences on the American look have been Calvin Klein, with classic coats and separates and jeans.

Ralph Lauren designs casually elegant clothes in natural fabrics and Donna Karan works with practical, sophisticated women's wear.

Other top designers:

Geoffrey Beene

Bill Blass

Oscar De La Renta

Halston

Carolina Herrera

Norma Kamali

Calvin Klein

Mary McFadden

Mary Ann Restivo

Scaasi

Pauline Trigere

## Tokyo, Japan

The Japanese "look" is loose and apparently unstructured. This is often the result of complicated cutting techniques. Colors are often subtle, and somber. Fabrics are rich in texture.

Many of the famous names in Japanese fashion now in Europe or the USA, but the Tokyo designer collections are still a major international fashion event. Famous names in Japanese fashion include Kenzo, known for layered looks and highly original knitwear.

Miake, considered a master of draping and cutting, and Rei Kawakubo who developed a completely new way of cutting. His work has been compared with the bias innovation in the 1930's.

Other major designers:

Jin Abe

Barabara Bui

Hiroko Koshino

Junko Koshino

Hanae Mori

Yuki Torii International

Kansai Yamamoto