



# **Fashion Capitals**

## MILAN, ITALY

Italian fashions have a reputation for casual elegance and luxurious fabrics. Many Italian couturiers, such as Valentino, are based in Rome. However, Milan is seen as the fashion capital 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 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.

The following is a list of the top Italian designers:  
(in alphabetical order)

Giorgio Armani	Gianna Cassoli	M. Galante per
Alma Couture	Emilio Cavallini	Circolare
Filippo Alpi Femme	Ernestina Cerini	Raniero
		Gattinoni
Maria Grazia Amoretti	Complice	Genny
Roberta Badino	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	Gianluca Gabrielli	

VALENTIN

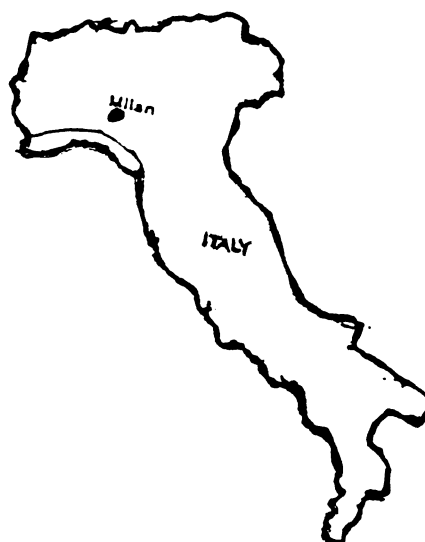


Milan

GIANFRANCO  
FERRE  
MILANO

Giorgio Armani

Italy



ROMEO  
G/G/LI

## 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 hold 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 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.)

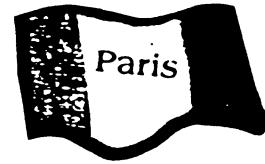
Parisian style is sophisticated, skillfully cut, and accessories are understated and smart.

This is a list of the top French designers:

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

GIVENCHY

Karl Lagerfeld



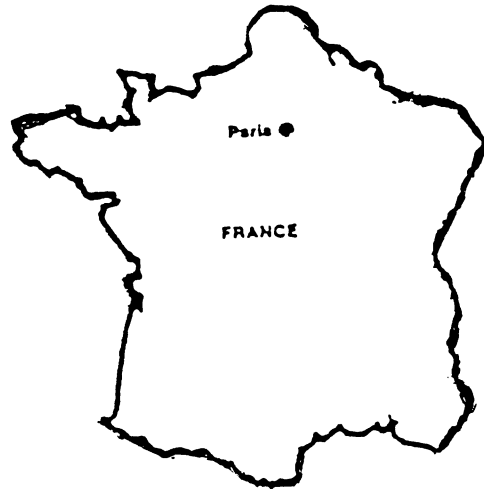
Paris

YVES SAINT LAURENT

Montana

France

emanuel ungaro



## 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 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 Galliano, Richmond Cornejo and a design group called English Eccentrics.

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

Other top designers in Great Britain are:

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



HARTNELL  
LONDON

London

England



VIVIENNE WESTWOOD

## NEW YORK, 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 day wear throughout the 1940s and '50s was Clair McCardell. Many of her styles have been revived in the 1980s. 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 in the U.S.A. are:

Geoffrey Beene  
Bill Blass  
Oscar De La Renta  
Halston  
Carolina Herrera  
Norma Kamali  
Calvin Klein  
Mary McFadden  
Mary Ann Restivo  
Scaasi  
Pauline Trigere

Liz Claiborne



New York

Oscar de la Renta

New York

BILL BLASS

**DKNY**  
Donna Karan New York

U.S.A.



GEOFFREY BEENE

Calvin Klein

## 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 and textured.

Many of the famous names in Japanese fashion now work 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.

Miyake, 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 of Vionnet in the 1930s.

Other major designers in Japan are:

Jin Abe	Hanae Mori
Barbara Bui	Yuki Torii International
Hiroko Koshino	Kansai Yamamoto
Junko Koshino	



ISSEY MIYAKE

YUKI TORII INT.

Tokyo

JIN ABE

JUNKO KOSHINO

Japan

HIROKO KOSHINO

MADAME NICOLE

