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 Gianfranco 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
Alma Couture
Filippo Alpi Femme

Maria Grazia Amoretti
Roberta Badino
Baila
Maurizio Baldassari
Renato Balestra
Federico Bano
Basile
Bensussan
Laura Biagiotti
Blumarine
Chiara Boni
Mariella Burani
Byblos
Cailand
Callaghan
Armando Calo
Capucine

Gianna Cassoli
Emilio Cavallini
Ernestina Cerini

Complice
Anna e Cristina Costi
Raffaella Curiel
Dadoscorza by Edward
De Carlis
Roberta De Castello
Dolce e Gabbana
Elicolaj
Ematite
Erreuno
Fendi
Salvatore Ferragamo
Gianfranco Ferre
Alberta Ferretti
Fiore
Floranna
Gianluca Gabrielli

M. Galante per
Circolare
Raniero
Gattinoni
Genny
Daniela Gerini
Gherardini
Istante
Juditte
Bill Kaiser Man
Krizia
Andre Laug
Paola Marzotto
Max Mara
Anna Mucci
Gioia Nordi
Tita Rossi
Tivoli
Mario Valentino
Gianni Versace
Milan

Italy
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 Lagerfield 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 | |
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
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
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
Barbara Bui
Hiroko Koshino
Junko Koshino

Hanae Mori
Yuki Torii International
Kansai Yamamoto