

Maison Schiaparelli is a [haute couture](#) house created by avant-garde Italian fashion designer [Elsa Schiaparelli](#) in 1927,^[1] and moving towards [luxury ready-to-wear](#) after being bought in 2007 by [Diego Della Valle](#). The house is famous for its eccentric fashions, the use of [Surrealism](#) in its collections, its sense of humour, the "shocking Pink" color, gender crossing, and its use of human anatomy depictions, among other unconventional themes.^[2]

The style of the house has been described as "hard chic".^[3] The company is located at 21 [Place Vendôme](#) in [Paris, France](#). The current creative director has been [Daniel Roseberry](#) since 2019.^[4]