## Pierre Cardin

the Red Cross, launching humanitari.

the Red Cross, launening humanitari, an interests that continue to this day.

"They said pret-a porter will kill your name, and it saved my life"

The French designer introduced unusual and contemporary garments for which he privileged the use of vinyl, plastic and metal. His "bubble dress", geometrical silhouettes and unisex collection set his fame. He developed numerous licences and vigorously continues to promote his fashion and design creations. Cardin was born in San Biagio di Cardin was Delicated and Callalta near Treviso. Pierre Cardin's parents were wealthy landowners, but to escape fascism they left Italy and settled in France in 1924. His father, a wealthy French wine merchant, wished him to study architecture, but from childhood he was interested in dress. making. Cardin was educated in central France. Beginning his career early, Car din, aged 14, worked as a clothier's aporentice, learning the basics of fashion esign and construction. In 1939, he home to work for a tailor in Vichy, re he began making suits for womuring World War II, he worked in

Pierre Cardin Ensemble, Pierre Gar Hiroko Matsumoto, middle 1960s

Cardin moved to Paris in 1945, at the Cardin moveu to Laus III 1945, at the end of World War II. During his first end of Woriu was It. During his first five years in France's capital city, Car. Photographed by Regina Relang, 197 five years in France's capital city, Cardin jumped rapidly from job to job. din jumped rapidly from Job to job. He found work in the Paquin fashion started designing and end around this period displaying the designer's logo all by the He found work in the Laquin fashion house, started designing and ended around displaying this period surprised all by for the first time. As haute house, started designing and ended up working next to the famous dress dress displaying the garments for designer's logo on the began to decline. As haute up working uext to the ramous dress designer Jeanne Paquin, who dress cardin's time there Cardin's died garments for the couture began to decline. As haute designs, Cardin was the first to comdesigner Jeanne Laquin, Who died before Cardin's time there. Cardin to the Sal. before Carums time there. Cardin moved from Paquin to the Schia. Wear soared designs. Cardin well as Pierre Cardin's the Manual the first cardin's introduced a new hem moved nom rayam to the Schia-perelli fashion house that same Schia-Also in 1945, he became acquain perelli fasmon nouse mat same year.
Also in 1945, he became acquainted bine the minimal the maximal shad long pom-non nanels or Also in 1940, the because acquainted with French film director Jean Coc. the 1970s. He introduced a line that had long pom-pom new hemswayed as the body would with French multiunector Jean Cocteau hired Cardin to describe described in La hall described in the description of the content of the conten line that had long fringe that swayed as the body would with teau. Cocteau uned Cardin to de. sign dresses for his film La belle et. La belle et fringe that swayed as the body would helning to design Dior's "New Look" sign dresses 101 IIIIs IIIII La belle et la bête (Beauty and the Beast), which la bête (Beauty and the Beast), which premiered in 1946, the same year that Christian D. move in motion. Cardin is credited with a style of dress in tended to emphasize helping to design Dior's style of dress in tended to emphasize after premierea in 1940, the same year that Cardin began work at Christian Dinewly opened fashion hor Cardin began work at Christian Dicor's newly opened fashion house. a style of dress intended femininity in women's to emphasize women taking on tradi. or's newly opened lashion house.

During the 1960 period, Pierre Car.

began a practice that is now confemininity in the Period of Women's clothing masculine roles during World During the 1900 period, Pierre Cardin began a practice that is now cardinal the system. the period of tionally masculine roles during was once part of a din began a practice mat is now commonplace by creating the system of apply to fast. tionally War II's masculine roles during II's Although he was during World design a style that acmonplace by creating the system in licences that he was to apply to fash. War II. Although he was once part of a cardin is now licences that he was to apply to do or ion. A clothing collection launched team that helped design a style that aches thou for creating clothes that centuated womanliness, Cardin is now the exact opposite effect. His cuts best known for have the exact or creating clothes the exact oppositing clothes that ic and said to be effect the plana; for the end of the following country of the followi ric and even irreverent of the form. He was successful right female aways