Haute Couture

Fashion

Open a new photoshop file 11 x 8.5”

This will be for your Haute Couture Collages

Think!

This is an example of Haute Couture.

What is your first thought and why?

Pair... Turn to the person next to you and discuss.

Share!

Haute Couture

This is a much-misused phrase that actually has very specific rules for qualification. Translated literally, couture is French for dressmaking, while haute means high. These are garments created as one of a kind pieces for a specific client. **CUSTOM MADE**

Top Designers include: Chanel, Dior, Givenchy , Armani, Versace , Valentino

Rules

The Haute Couture is an official club and members are selected by the **Chambre Syndicale de la Haute Couture**. To qualify as an official Haute Couture house fashion designer members must complete the following requirements:

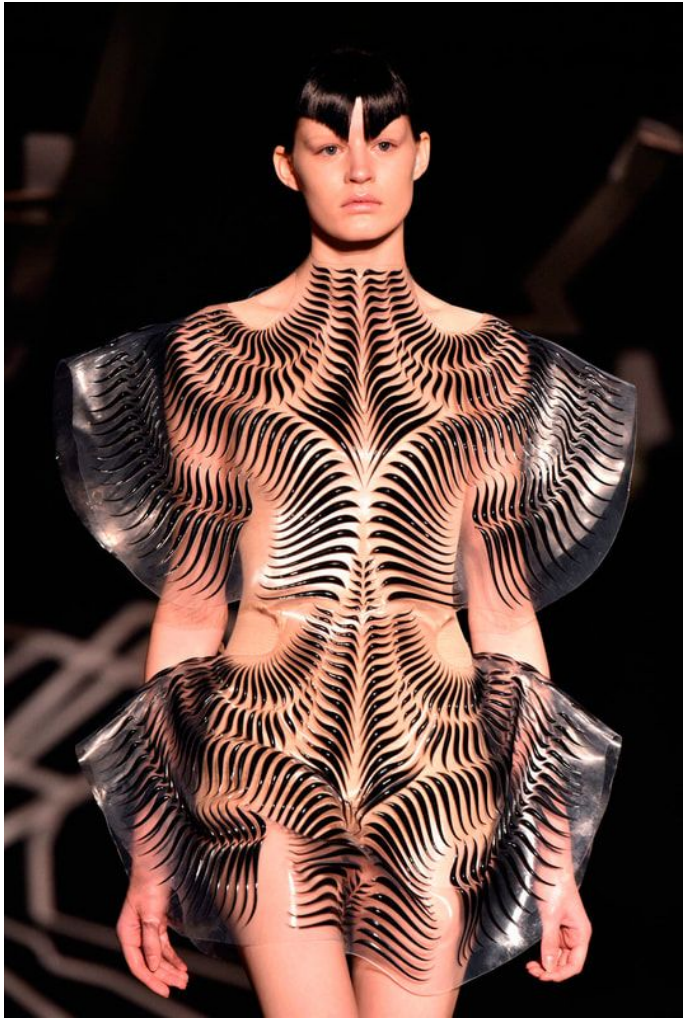
1. They must design made-to-order clothes for private clients, with more than one fitting, (No mass production)
2. They must use an **atelier** (workshop) that employs at least fifteen full time staff to produce their garments.
3. They must also have twenty full time technical workers in one of their workshops.
4. Finally, Haute Couture houses must present a collection of no less than 50 original designs — both day and evening garments — to the public every season, in January and July.

Setting the Tone

The designers in the Haute Couture world set the tone that every fashion designer is influenced by underneath them.

Think about these designs not as garments to wear right off the runway but as painting or sculptures that can be collected and viewed.

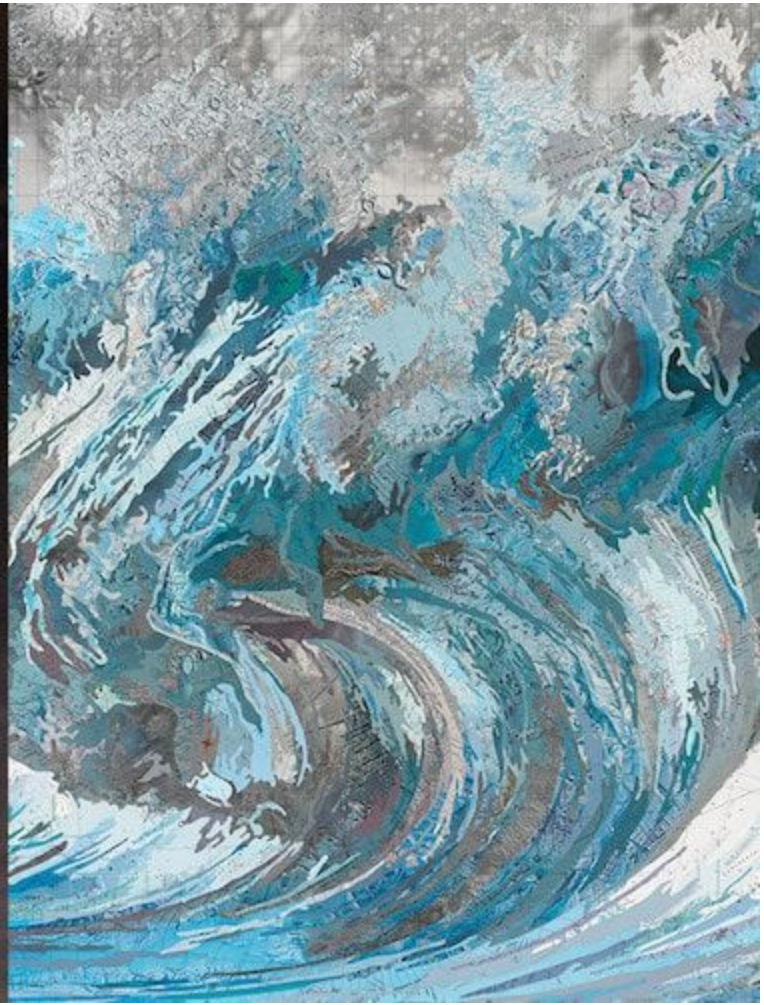
Members of the buying side of the Haute Couture, will attend the January and July shows, and choose pieces they feel could best be **MODIFIED** for them. They view these garments as investment pieces. Once the piece is modified for that specific client and that client wears that garment to a high profile event, fashion designers that produce clothing/designs for mass production (to be sold in department stores etc) see that design and take inspiration from it to create their own clothing lines. Trickle down inspiration if you will.



Haute Couture Examples

In the following examples, what is the theme/ main inspiration for each?

What about the design makes you say that?



Fashion Sizzle

Mugler
Fall
1998
Couture

Couture is not a costume!

Assignment #1

Please answer the following questions in complete sentences in a new slide in your google portfolios. Use the information above or do your own internet research.

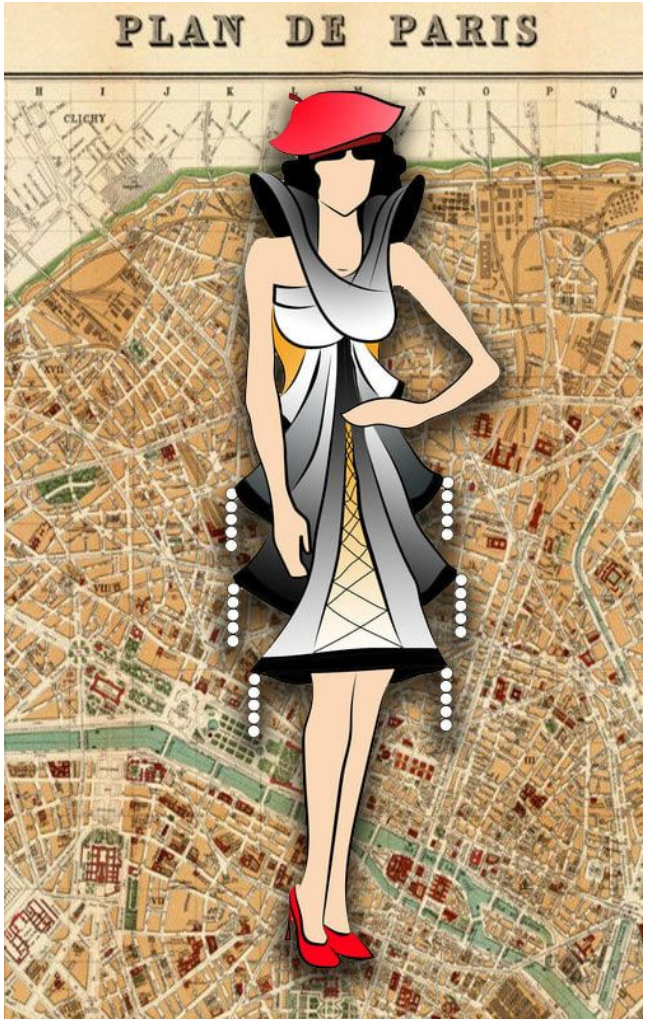
1. What does haute couture translate to?
2. To be a member/qualify for the Haute Couture club, what are the 4 things a designer/ fashion house must do?
3. What is an atelier?
4. When a Haute Couture garment is bought by a client, what do they do with it?
5. Why would a client buy a Haute Couture garment?
6. How do the Haute Couture designs that come out every season influence the rest of the fashion world?

Your Assignment

You will randomly draw an inspiration theme. You will then create a mood board about your assigned theme. Use this as your brainstorming phase. You will need at LEAST 10 images! Don’t just limit yourselves to images of clothing, anything can be inspiration for your theme.

After that is complete, you will create a full Haute Couture design based on your theme. It must be complete (head to toe) and have a headpiece to go with it. The theme MUST BE CLEAR!

CHANEL
Dior


PLAN DE PARIS
CLICHY