

institut FRANÇAIS de la MODE

David Zajtmann

Fashion brands and places

October 19th, 2026

The trend of show parades, in fashion capitals, and elsewhere

Some theory:

A.J. Scott (2006)

The products themselves benefit from being located, because they have 'semiotic content'. Scott aims to show that there is a strong link between location and the 'reputation and authenticity of cultural products'. This is linked to the form of modern, post-Fordist capitalism.

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Some theory:

A.J. Scott (2006)

The connection between the image produced and the place creates a kind of 'exclusive income' for these places. Scott's contribution lies in this emphasis on 'reputation and authenticity'. Little by little, an urban area acquires 'identifiable cultural attributes marked by distinct conventions and habits'.

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Before:

- Salons
- Hotels (Grand Hotel, Intercontinental…)
- Cour Carrée du Louvre

Then:

1984 : Thierry Mugler – Zénith de Paris
1997: Karl Lagerfeld Cruise Collection

The trend of show parades, in fashion capitals, and elsewhere

Before: Salons

Madeleine Vionnet

50, avenue Montaigne

Paris, 8ème



The trend of show parades, in fashion capitals, and elsewhere

Before: Hotels

Yves Saint Laurent, Inter-Continental

Beginning of the Fashion Shows at the Inter-Continental - Musée Yves Saint Laurent Paris (museeyslparis.com)

The trend of show parades, in fashion capitals, and elsewhere

Kenzo (Spring- Summer 1979)



The trend of show parades, in fashion capitals, and elsewhere

Before: Cour Carrée du Louvre

https://www.ina.fr/ina-eclaire-actu/video/pac9008032072/mode-automne-hiver-cour-carree-du-louvre

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1984: Thierry Mugler – Zénith de Paris

Thierry Mugler, le premier à faire de ses défilés des spectacles (huffingtonpost.fr)

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« »A new kind of fashion show. The brand was signified by an anti-signature: instead of a name or label, four dots on the back of the clothes. Like a mirror, Margiela seemed to reflect all Frédéric's obsessions with arte povera, the emotions he felt when he saw Pina Bausch's shows or Hans-Peter Cloos's plays at the Bouffes du Nord.
He had also met Jenny Meirens, the partner, the more commercial head of the project.
A year later, their collaboration took shape for the designer's first fashion show. It took place at the Café de la Gare, an old theatre with dusty red seats just behind Beaubourg. »

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« It was a new kind of fashion show, which Martin liked to describe as a happening. There was no catwalk and the models circulated around the seated audience. Their faces were veiled. A white sheet on the floor marked out the route. They wore strange shoes. At one point, Martin had made them walk in red paint. They drew marks on the ground with their feet. There was a lot of talk about this in Paris. The show called into question the rules of the game, the themed fashion shows in the Cour Carrée of the Louvre. Many female editors from major newspapers were furious that they had missed out. More of them came to the next show, at Globo, a small nightclub on the Grands Boulevards. »

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1997: Karl Lagerfeld Cruise Collection

https://astridguillon.com/en/lot/156509/26360131-chanel-collection-croisiere-1996-1997-photographie-par-karl?

The trend of show parades, in fashion capitals, and elsewhere

Lucie Alexandre. Show au cœur : les défilés de mode, entre scène et coulisses, théâtralisation de l'acte marchand. Sciences de l'information et de la communication. 2019. ffdumas-02557340f

Important fact: what is shown is not necessarily sold and what is sold has not necessarily been shown.

Importance of being present outside of fashion week periods

A play with exotism.

show parade as art

[The Magnificent Impact of Alexander McQueen S/S99 | AnOther (anothermag.com)]

show parade as art

https://www.lesinrocks.com/actu/ou-est-la-mode-en-1989-le-defile-de-martin-margiela-dans-un-squat-parisien-127722-27-12-2017/

The Magnificent Impact of Alexander McQueen S/S99 | AnOther (anothermag.com)

Maison Martin Margiela's First Show of Spring 1989: Deconstruction and Interpretation | Blog | ARCHIVE.pdf (archivepdf.net)

The trend of show parades, in fashion capitals, and elsewhere

London, September 2021: « the parade becomes a live show »

Roksanda Ilincic: Kensington Gardens
Zaha Hadid's Olympic Swimming pool: Rejina Pyo
Roland Mouret: projection Soho Hotel
V & A: Richard Malone
Richard Quinn: cocktail before and after the show
JW Anderson: calendar by Juergen Teller
Charles Jeffrey Loverboy: a club in Islington

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London, September 2021: « the parade becomes a live show “

Roksanda Ilincic: Kensington Gardens

A guest attends the Roksanda show during London Fashion Week... Nyhetsfoto - Getty Images

The trend of show parades, in fashion capitals, and elsewhere

London, September 2021: « the parade becomes a live show »

Zaha Hadid's Olympic Swimming pool: Rejina Pyo

London Fashion Week S/S 2022 report | Wallpaper

The trend of show parades, in fashion capitals, and elsewhere

London, September 2021: « the parade becomes a live show »

Roland Mouret: projection Soho Hotel

Arrival Roland Mouret Held Soho Hotel – Photo éditoriale de stock – Image de stock | Shutterstock Editorial

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London, September 2021: « the parade becomes a live show »

V & A: Richard Malone

The trend of show parades, in fashion capitals, and elsewhere

London, September 2021: « the parade becomes a live show »

Richard Quinn: cocktail before and after the show

PICS: Five Unexpected Moments From Richard Quinn's OTT SS22 Show (evoke.ie)

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JW Anderson: calendar by Juergen Teller

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London, September 2021: « the parade becomes a live show »

Charles Jeffrey Loverboy: a club in Islington

‘An absolute joy’: 10 years of Charles Jeffrey’s playful Loverboy | London fashion week | The Guardian

The trend of show parades, in fashion capitals, and elsewhere

Using a country:

Korea:

Dior: EHWA University

Gucci: Gyeongbokgung palace

Louis Vuitton: Jamsugyo Bridge

The trend of show parades, in fashion capitals, and elsewhere

Korea:

Dior: EHWA University

Dior hosts runway show in South Korea for the first time | CNN

The trend of show parades, in fashion capitals, and elsewhere

Gucci: Gyeongbokgung palace

Louis Vuitton: Jamsugyo Bridge

Louis Vuitton creates a striking moment on Jamsugyo bridge with its first Prefall show (lvmh.com)

The trend of show parades, in fashion capitals, and elsewhere

Louis Vuitton: Jamsugyo Bridge

Louis Vuitton Turned a South Korean Bridge Into a Massive Runway Show (robbreport.com)

The trend of show parades, in fashion capitals, and elsewhere

Using a monument: Le Grand Palais

Chanel (Spring Summer 2027)

Défilé Prêt-à-porter Printemps-Été 2025 | CHANEL

The trend of show parades, in fashion capitals, and elsewhere

Using landscape and heritage:

Dior & Gizeh

https://numero.com/mode/mode-homme/le-defile-dior-homme-face-a-la-grande-pyramide-de-gizeh/

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Using landscape and heritage: Louis Vuitton

Vuitton & Cergy (Dani Karavan): Louis Vuitton défile à Cergy-Pontoise pour présenter sa nouvelle collection (ancre-magazine.com)

JFK: Que retenir du défilé Croisière de Louis Vuitton à New York ? (lofficiel.com)

Salk Institut for Biological Studies

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Using landscape and heritage:

Rick Owens, Palais de Tokyo

Qu'est-ce qui fait que Rick Owens est unique ? (lofficiel.com)

& references to Porterville

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Mixing the image of the country and collaborations on savoir-faire:

Dior & Mexico (Frida Kahlo)

Le défilé Dior croisière 2024 au Mexique inspiré par Frida Kahlo (numero.com)

Dior & Bombay March 30th 2023

Fall 2023 Ready-to-Wear Show - Mode-Femme - Fashion & Accessories | DIOR

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Hedi Slimane & Celine

- Vaux le Vicomte

- Le défilé Celine automne-hiver 2021 au château de Vaux-le-Vicomte | Vanity Fair

- September 29, 2024: film Compiègne castle

Celine dévoile sa dernière collection, "Un été français", par surprise - Harper's Bazaar France (harpersbazaar.fr)

1- The trend of show parades, in fashion capitals, and elsewhere

Coperni:

Spray & Bella Hadid:

Coperni dévoile les secrets de la robe en spray portée par Bella Hadid… - Harper's Bazaar France (harpersbazaar.fr)

Disneyland Paris

À Disneyland Paris, Coperni défile devant le château de La Belle au bois dormant : Kylie Jenner a fermé le show | Vogue France

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Outside Paris:

- Jacquemus:
  - South of France
    - Jacquemus célèbre ses 10 ans avec un défilé féerique dans un champ de lavande – Elle
    - Fondation Maeght:
      - "Les Sculptures" : le défilé Jacquemus à la Fondation Maeght - MilK Decoration

  - Hawaï

Ce qu'il faut retenir du défilé Jacquemus printemps-été 2022 à Hawaï | Vogue France

Fashion shows as artistic performances

Numero 5 sept 202

« 5 spectacular fashion shows that made fashion history

- Thierry Mugler Haute Couture Fall/Winter 1984-1985
- Martin Margiela Spring/Summer 1989
- Gianni Versace Fall/Winter 1991/1992
- Alexander McQueen Spring/Summer 1999
- Yves Saint Laurent – Stade de France 1998 »

- Global presence in the past:
  - Trunk shows
  - Licensing (e.g.: 1950: Dior & El Palacio de Hierro)

Saint Laurent & Malibu

Saint Laurent Malibu fashion show - Los Angeles Times (latimes.com)

Saint Laurent & Morocco

Saint Laurent's Desert Fashion Show in Morocco Will Be Carbon-neutral (wwd.com)

Chanel & Dakar

Forbes Afrique I Interview exclusive I Bruno Pavlovsky I CHANEL à Dakar

https://nataal.com/chanel-in-dakar

What's next?

New cities?

New landscapes?

New continents?

Issues

Cultural appropriation

Coherence

Thank you for your attention!

dzajtmann@ifmparis.fr

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