

20th Century French Fashion Design

Sevda Sadikhbeyova¹, Vugar Abdullayev²

¹Associate Professor, Doctor of Philosophy in Art History, Honored Art Worker, Member of the Union of Artists of Azerbaijan, Dean of the Faculty of Design of West-Caspian University sevda.sadikhbeyova@wcu.edu.az

²Associate Doctor of Arts, teacher of West-Caspian University abvugar@yahoo.de

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Abstract

In the article, the authors talk about the leading fashion designers of France, analyze their life and work and compare them with each other. It explores the reasons why each fashion designer is unique and inimitable. The authors also analyze the influence of France fashion designers on other European countries and world fashion design in general. The article describes the success of France fashion designers not only due to sketches, but also about the quality of fabrics, the support of famous people, especially stars, and healthy competition. In the article, the authors talk about the support of one fashion designer to another, the exchange of experience and the positive effect of healthy criticism on creativity. Each fashion designer mentioned in the article wrote their names in the history of art with golden letters due to their hard work and talents. Their creativity and life experience can be a great example for every young designer.

Keywords: France fashion, Paul Pouiret, Coco Chanel, Elsa Schiaparelli, Christian Dior, Andre Courrage, Yves Saint Laurent, Azaddine Alaia.

Introduction: The authors conducted a study of famous France designers of the 20th. Famous France designers such as Paul Pouiret, Coco Chanel, Elsa Schiaparelli, Christian Dior, Andre Courrage, Yves Saint Laurent, Azaddine Alaia and others have opened up a new and exciting world for designers all over the world. They created a school and a new direction in the art of fashion design. In conclusion, the authors invite you to use the experience and work of France fashion designers in teaching art.

Research methods and materials: Research methods and materials embraced historical facts exhausted from books and magazines, as well as from Internet resources. The authors themselves are artists and therefore this topic is closer to them, they are well versed in the materials and various sketches of France artists, which formed the basis of the object under study. The research relied primarily on the work of the great designers of the 20th century in France. Researched mainly sketches, exhibitions and works of French fashion designers of the 20th century. The authors consistently studied clothing design masters from the beginning to the end of the 20th century. The authors compared designers and their styles, as well as the criteria by which they were so in demand at the time. The researchers concluded that time and place, as well as the mood of the population plays a huge role in fashion clothing. Also famous personalities, actors and singers, politicians have played a huge role in the ascent of meters of clothing.

20th century French fashion design

French fashion has always been relevant and set an example for all countries of the world. In the article, we would like to talk about the change and development of French fashion design in the decades of the 20th century, as well as the dominant role of French fashion throughout the world. The 20th century gave the world many genius French designers.

In the 1910s, French fashion designer Paul Poiret's thick coats became fashionable. Ladies who didn't need a corset liked Poiret's straight fur coats. Paul Poiret's influence on the global fashion industry is often compared to Picasso's influence on the development of painting. Poiret released women from corsets and revived interest in antique, free-cut silhouettes. He was the first French couturier to launch a signature perfume line.

Paul Poiret was born in a simple family, his father was a textile merchant. Paul Poiret showed his first sketches to the famous designer Louis Cherouy, who later ran one of the famous fashion houses in Paris. Louis was so pleased with what he saw that he bought dozens of sketches from him. After that, Paul Poiret quickly became one of the leading couturiers of France and began to collaborate with Louis Cherouillet. His first task is to free women from the shackles of corsets that have tormented them since the Renaissance. Poiret took the basis of the new silhouette from Greek, Japanese and Middle Eastern models, shifting the emphasis from hard lines to soft fabric. The models created by Poiret become a real revolution in the world of fashion. The "S"-silhouette, which positively emphasizes

all the advantages of the female figure, is confidently gaining popularity. Poiret's other inventions included cocoon coats,

lampshades, sultan skirts, harem pants, fringed hats and turbans. The designer was inspired by Eastern culture. All

these models were successfully developed later by Yves Saint Laurent in the 1960s and 70s. Paul Poiret is the first

couturier to introduce the concept of "brand" as a way of life. It launches its own cosmetics and perfumery, and also

offers the services of designers who decorate any room in the "Poiret fashion house style". The launch of new

products from Paul Poiret, undoubtedly accompanied by spectacular presentations that Parisian bohemians had

been talking about for months. For example, to introduce the French to the scents of the perfume "Persian Night",

Poiret organizes an event called "A Thousand and One Nights". He gathers guests in a garden decorated with

lanterns and tents, where he especially exotic birds are chirping. Poiret himself welcomes everyone dressed as a

sultan and presents each guest with a bottle of perfume. Poiret was the first to use photography to show his models,



while couturiers had previously been content only with sketches. In April 1911, Edward Steich's first fashion photo shoot was titled "Art et Published in Decoration" magazine. The models in this photoshoot are based on Poiret's sketches they were wearing tailored clothes.

In 1920, Coco Chanel appeared on the stage and transformed the image of "Waiter" into a style. Chanel tried to add a bit of sportiness to them by using soft materials, which in turn appealed to the young French. Hats also play a big role in this style. Chanel's success lies in bringing comfortable clothes, hats and bags to the world of fashion. For the first time, it frees women from carrying heavy bags by attaching a long hanger to the bags, and they can now hang the bags on their shoulders. He makes hats in a comfortable and stylish shape. The dresses he designed were far from corsets. Now women could wear dresses without a corset. She also tried to make the shoes comfortable and fashionable for the feet of the in-laws. Her life was as diverse as her work. During the Second World War, she was imprisoned for spying for the German fascists and later moved to Switzerland. Coco Chanel, who is already old, decides to shake Paris again with her masterpieces in her old age. Even when the 71-year-old Coco Chanel returned to France from Switzerland, she began to play a dominant role in the fashion world again. At the age of 73, Coco Chanel becomes an even more famous couturier than

before.

Chanel, who lost her mother, remains alone with her sisters and father. The father soon hands all the children over to the orphanage. Chanel, who grew up very hard, worked in a cabaret for a while, danced and sang. Among her songs is the famous melody called "Coco". Later, she opened a hat shop and worked there. The nickname "Coco" is a reminder of the song he sang. After some time, the famous Chanel decides to create her own perfume. The executive shows him 30 samples. Chanel makes a random choice and chooses perfume number 5. From that day, Chanel perfume number 5 continues to maintain its popularity and fashion to this day.



We would like to give an example of an episode featuring the character of Coco Chanel. Already impoverished, Paul Poiret arrives in Paris and sees Coco Chanel at one of her fashion reviews. Since the death of Coco Chanel's wife, she has been wearing a long black dress for a long time. When Poiret asked why she was always in mourning to annoy him, Chanel pointed to Poiret's poverty and said that she was mourning because of him. The fact that Coco Chanel made masculine, decisive and sometimes cruel decisions, and even worked as a spy for a while, shows how determined a lady she is.

In the 1930s, Elsa Schiaparelli succeeded in creating a unity of surrealistic images. Elsa Schiaparelli was born in Italy to a very rich and famous family. Elsa, who is very naughty and unique since childhood, goes to the famous Paul Poiret fashion house for the first time. Paul Poiret donates this mantle to Elsa because Poiret's mantle suits Elsa very well. In one of the next fashion reviews, Elsa Schiaparelli enters the hall in a knitted sweater with a white band. Everyone is amazed by her appearance. From that moment on, her woven clothes became fashionable. This is how Elsa Schiaparelli became famous. Elsa Schiaparelli had a close creative relationship with two famous artists of her time. Salvador Dali was one of the artists who inspired her. Elsa Schiaparelli brought Salvador Dali's surrealism to fashion design. Elsa Schiaparelli designed clothes that were very daring for her time. It really took a lot of courage to make clothes in the shape of a skeleton for the 30s of the last century. A white evening dress with an image of Amar or buttons with a special design fascinated the buyers. The buttons she invented were in the shape of acrobats, insects, vegetables and so on. Her color shades were always very elegant, so beautiful that they shocked the viewer and the buyer.

It was Elsa Schiaparelli's signature to celebrate the color pink so highly. The hats and gloves she designed were also examples of truly shocking creativity. Hats were in the shape of a woman's hand, shoes, gloves had claws or varnished nails. The stars and actresses of that time bought Elsa's clothes. Among them were Mae West, Kathryn Hopper, Marlene Dietrich, Greta Garba, Helena Rubenstein and others. During the Second World War, Elsa Schiaparelli went to America to visit her daughter and started humanitarian activities there. She organizes various types of humanitarian aid for war-affected children. She also lectures on organized fashion in America. She gave these lectures in public places with thousands of listeners. Elsa Schiaparelli even worked in the "Golden Cross" society.

In the 1940s, after the war, Christian Dior presented a style called "New look". This style glorified the feminine sophistication that existed before the war. The beauty of the



image was emphasized by a thin waist and a thick skirt.

Christian Dior was also born into a wealthy family. Since childhood, he liked to dress up toys and make clothes for them. Later, he became the owner of an art gallery. This gallery exhibits the works of famous artists such as Picasso and Salvador Dali.



In the modern Dior fashion house, they paraphrase the design given by Christian Dior, modernize it a bit and bring it to the audience. Christian Dior brought women back to the corset. In the 40s, dresses with a corset again came into fashion. But even if this style is kept at the Dior fashion house now, instead of a corset, modern fabrics and constructions are skillfully used. Christian Dior modernized the once aristocratic clothing style and made it popular. Sometimes even about 40 meters of fabric was used for fat skirts. The post-war population eagerly bought colorful dresses with slim waists and puffy skirts. He was greatly assisted in this work by the textile magnate of that time named Marset Bussak. Having finished his collection called "Karola", Dior invites journalists to view. American journalist Karma Snow is among the journalists. This journalist is so fascinated by

Mrs. Dior's "Carola" collection that he calls it "New look". After that, all creations of Dior are called "New look" style. Even at that time, every new and progressive industrial subject was called "New look". At the preview of his first collection, Dior models begin to choose the name from the population. He places an ad in a newspaper looking for a new model. Hundreds of ladies come to the selection according to the announcement. The richness of the new collection was dazzling. Soft and expensive-looking fabrics, wide, fat skirts, thin waists, rounded shoulders with tapered edges, and other novelties fascinated the audience. Dior provided sketches for tens of thousands of clothes during his lifetime. About 16 kilometers of fabric were used for them. He opens branches of the fashion house all over the world and starts selling patents under the Dior name. He created up to a thousand new models in a year. He was overworked. Today, bags, glasses, ties, perfumes and even spirits and liqueurs are sold under the Dior brand. Christian Dior said: "My clothes are everyday architectural objects designed to complement the proportions of the female body."

In the 1950s, blue-striped fabrics came to the fashion scene under the name of Breton stripe, designed for French sailors. The clothes of this style were worn by the famous actors of that time. These stripes, which appeared in sailors' clothes at the beginning of the 18th century, were not always blue. The main goal was the remote selection of sailors. Breton stripes are one of the oldest and most recognizable patterns in fashion history. Clothing in this style can become an unusual accent in your wardrobe, creating a clear connection with the sea and France. Breton stripes were previously thought of as 21 stripes. According to legend, this symbolized the 21st victory of Napoleon's fleet.

One of the first manufacturers of Breton striped clothing is the Saint James manufactory. This company made traditional fishing wool and cotton sweaters for weather protection and soon became the official supplier of the French Navy. The transition of the Breton stripe from the business environment to fashion began at the beginning of the 20th century - thanks to Coco Chanel, the Breton stripe becomes a world fashion symbol. Soon the Breton stripe became extremely popular and symbolic for a number of celebrities: 50s stars James Dean, artist Picasso, Audrey Hepburn, Marilyn Monroe, Brigitte Bardot, Andy Warhol, Kurt Cobain, Jean Paul Gautier and many others. Just think - no other item in your wardrobe will match you with such names! For couturiers, the stripe became almost a symbol of the brand from day one. Breton stripes never go out of style. Whether it's a traditional sweater or an accessory like a hat or scarf, anyone can add some stripes to their wardrobe. Breton stripes are more suitable for jeans.

Breton stripes are not only an echo of the past. They have maintained their popularity to this day. It is liked by movie stars and princesses, editors of fashion magazines and everyone interested in fashion. Breton stripes should not only belong to a woman's wardrobe. This, of course, is not true. The Breton stripe is primarily a symbol of masculinity. The Breton stripe first appeared on screen in the 1953 Marlon Brando-starrer Wild.

In the 1960s, Andre Courrage released a new collection called "Space age". Short dresses, white boots and most importantly, patent leather material is used in the clothes. One of the fashion stars of the 60s was Yves Saint Laurent.



Yves Saint Laurent was born in Algeria. Already from childhood, he was drawn to the colors and colors of the northern African region. At the age of 17, he won the competition of young designers. Young German fashion designer Karl Lagerfel also participated in this competition. Christian Dior was fascinated by the work of Yves Saint Laurent at this competition and hired him as an assistant in his atelier. In 1957, Dior died unexpectedly and the young Yves Saint Laurent took his place. At that time, he was only 21 years old. His first collection was called "Tropesia" and was successfully received by the audience. But he doesn't stay at Dior for long. In the 60s, he presented his "Bigli" collection to the audience. In this collection, he mainly uses black leather jackets, gloves and hats. The Dior fashion house



does not like this collection because Yves Saint Laurent really gives a revolutionary design in this collection, which does not suit the goals of the old-fashioned fashion house. In order to get rid of him, they send Yves Saint Laurent to the army. For a young man, this is a very difficult test, and his delicate psyche does not tolerate it. Soon they put him in a psychiatric dispensary. There they try to treat him with tranquilizers and electroshock. In this difficult situation, a person named Pierre Bergin enters her life. Pierre Bergin takes him out of the hospital and offers Yves Saint Laurent to open his own fashion house. In this tandem, Yves created and Pierre controlled the financial side of the business. For the first time, Yves brings the warm jacket worn by sailors into fashion and presents it as a coat for women. His collection featured a black and long flared white shorts with white buttons. Mondrian dresses were also very popular at the time. Yves Holland created these dresses inspired by the works of Piet Mondrian. Clothes with different colored pieces sewn together reached the peak of fashion in the 65th year of the last century. Yves Saint Laurent's "Pop Art" collection was also very popular. This collection was created using the works of Andrew Vorhalo and Roel Lichtenstein. In 1966, Yves Saint Laurent brought the women's tuxedo to the world of fashion for the first time. Yves also suggested that women wear transparent shirts. Yves Saint Laurent creates a style called "Safari". With this style, Yves puts women on the same line as men and says that he wants to see them in the role of hunters in life like men. Later, Yves Saint Laurent created the "Pret a porter" (ready-to-wear) style. This is what he named the collection dedicated to poor students living on the banks of the Seine River. For the first time, Yves invites black models to the catwalk. In 1977, Yves released his own perfume called "Opium". The public did not accept this name unequivocally. Yves Saint Laurent brought haute couture to the former Soviet Union as the first European couturier. In 1959, many models of the house of Dior were brought to the Soviet Union. Yves also designed many costumes for theater scenes. He specially designed clothes for the famous ballerina Maya Plesetskaya. In 1976, Yves Saint Laurent presented the "Russian collection". This collection contains hundreds of sketches related to the Tatar-Mongol era, gypsies, fur clothing, and Cossack clothing.

1970s "Pret a porter" style is developed. Despite Sonia Rükil's body-hugging knitted products, previously boring jackets are now distinguished by their colorfulness. She was born into a Jewish family in Neuilly-sur-Seine in 1930. In 1948, at the age of 17, she was hired to decorate the windows of the textile store Grande Maison de Blanc in Paris. While pregnant in 1962, Rükil used Italian clothing suppliers to create sweater designs. Such sweaters were jokingly called "Poor Boy" sweaters. [6] Rükil started selling sweaters from his husband's shop, and the "Poor Boy" sweater was published on the cover of French magazine "Elle", thus Rükil became famous. Soon, celebrities began to acquire his sweaters. Actress Audrey Hepburn bought 14 sweaters from her in different colors. In 1968, Rükil opened her first boutique on the Left Bank of Paris.

1980s Azaddine Alaia, known as "The King of Cling" brings a new style to fashion. Such clothes were called "Baram". His design accentuated the feminine silhouette with cutouts in the dress. He was born in Tunisia in 1935. His parents were farmers. He first studied as a sculptor in Algeria, and later came to Paris. He works for a while at the Dior fashion house, but the war that broke out in Algeria forces him to interrupt his work.█

1990s - the material called "Tweed" comes to the fashion world. Coco Chanel and Oscar de la Renta bring the use of this material into fashion. By adding numerous decorations to this material, they made it more beautiful.

In the 2000s, men's clothing styles were used and added to women's clothing. Designers bring men's clothing style to women's style. A men's shirt tucked into jeans and a thick belt become a staple.

In the 2010s, "Oversize" sweaters, slightly larger than the body size, are in fashion. Such sweaters presented by "Celin" fashion house are still in fashion now.

2020s, these days Versace and other fashion houses use black and white shades, short dresses and high heels.

Thus, we briefly looked at the French fashion of the 20th century and once again examined the contributions of French couturiers to the world fashion art. Undoubtedly, the influence of the mentioned fashion styles on the Azerbaijani fashion art is undeniable. We would like to end the article with the words of the famous German fashion designer Karl Lagerfeld, who said that fashion is always changing, if you don't change, someone else will. I hope that Azerbaijani couturiers will also contribute to world fashion in the future.



Conclusion:

1. The research relied primarily on the work of the great designers of the 20th century in France.
2. The researchers concluded that time and place, as well as the mood of the population plays a huge role in fashion clothing.
3. The famous personalities, actors and singers, politicians have played a huge role in the ascent of meters of clothing.
4. The sketches, drawings, fabric choices, sense of color, extensive experience and deep knowledge, volumes written and more created by these famous designers can serve as a great example for the younger generations and for students studying today all over the world.

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