

# WINTER COLLECTION 2009

## PARISIAN WOMEN INVENT FASHION

This collection is a tribute to Parisian women in the late 19th century and to the two designers who have then shined : **Charles Frédéric Worth** and **Paul Poiret**. Mr Worth has been able to accompany the phenomenon that was born then in Paris, and that the entire world still envy us : **fashion**. They are well Parisian women who invented the way to dress with ever more innovative and individual style. This collection remembers how in a few years, women have left their corsets and freed their bodies, aided by Mr Poiret. Both designers have thus greatly contributed to the vast social movement which became known as "the liberation of women".

It is through our fantasies that this visit takes place in the history of costume. Addressing the wonder that still produces on us this time, which gave women the right to be beautiful for themselves. Two lines make up this collection: one devoted to Charles Frederick Worth, close to the body, the volumes are reduced rearward forming small turnings. The other dedicated to Paul Poiret, full, creative reinventing the basic clothing.

Finally, and again as a tribute to social progress initiated at that time, our collection is manufactured in fabrics respectful of the planet and its inhabitants, **certified organic**. It also allows a responsible consumption, providing information on all the channels and labels through the **Specification Sheet of the garment**.

Open our catalogue recounting the ambiance of the 1st fashion era and hear the voice-over describing each model, whose names are borrowed from the history of costume and modernized because our language also creates itself every day.

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