



WELCOME
TO PARIS –
THE WORLD
FASHION
CENTRE!

PARIS - THE CENTRE OF THE WORLD FASHION

Why is Paris the capital of fashion?
There are a number of reasons,
mostly dating back to the 18th century



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Haute Couture began in the 18th century, but the French had been looked to with admiration or disdain in their dress sense well before that.

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In the 16th century, Anne Boleyn was famous for wearing a French-style hood, which showed her hair and had a generally provocative style.



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In the 18th century, couturier Rose Bertin was named the Minister for Fashion and the position was still retained in the Napoleonic era. Initially, it was the rich and powerful telling the designers what they wanted to wear in clothes, but in the 19th century, this changed

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Paris was the home of fashion shows and all the fashion magazines were either based in or looked to Paris for their information.



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London, New York and Milan can all lay claim to some fashion influence. Especially during World War II, New York and London made inroads while Paris was occupied by Germany.



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But when the war was over, designers returned to Paris and couture reigned again.

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Today we know about different world-fame brands such as:



Louis Vuitton



Dior