



Fashion Exhibition Proposal

New York City College of Technology

Contemporary Designers & Luxury Markets

Alyssa Noemi Skerret



*Museum Selection*

PALAIS  
— MUSÉE DE LA MODE —  
GALLIERA  
DE LA VILLE DE PARIS

**Figure 1**  
*Unknown Artist*



Musée de la Mode de la Ville de Paris  
2023

URL: <https://www.parisinsidersguide.com/galliera-fashion-museum-paris.html>

My fashion exhibition will be hosted at Palais Galliera, located at 10 Av. Pierre 1er de Serbie Paris, France. The architecture of this popular fashion museum was built for Marie Bringnole-Sale, who was also known as the Duchesse de Galliera. (Galliera, 2024). This was because the Duchesse of Galliera was interested in art and was an artist herself. So, she wanted to showcase her collection of her art, which included her paintings, sculptures, and decorative objects. (Galliera, 2024). The opportunity for the Duchesse to share the Palais Galliera with the world was made possible by the architect Paul-Rene-Leon Ginain. (Galliera, 2024). However, the museum is surrounded by a garden (Galliera, 2024), which fits well with my theme proposal. This fashion museum is designed in a style called 'Beaux -Arts' and is blended with different architectural influences, but mostly resembles Renaissance architecture. (Galliera, 2024). There are two main sides of the museum, one side faces the garden and the other side faces the street side that gives a view of Avenue Pierre 1er de Serbie. (Galliera, 2024). With its rich architectural heritage and unique layout, the Palais Galliera will attract those who adore fashion and industry

**Figure 2**  
*Joe deSousa*



Palais Galliera  
2023

URL: <https://www.parisinsidersguide.com/galliera-fashion-museum-paris.html>

professionals. Yet, the streetside is the only entrance that is set as a courtyard with columns, while the garden side has three big arched windows with columns and statues representing different arts like painting, architecture, and sculpture. (Galliera, 2024). However, Ginain wasn't the only one who was part of developing the Galleria, Gustave Eiffel was also involved in the process of building the Palais Galliera. (Galliera, 2024). These architectural features show the careful planning that went into building Palais Galliera. As part of his contribution, Eiffel and his company created a metal framework used in the building process. (Galliera, 2024). The metal framework helps the building stay stabilized and provides structural support. It's interesting to know that the staircase railings, the windows, and the gateway came from the same workshops that produced the Eiffel Tower. (Galliera, 2024). This connection adds an engaging story of history and artisanal skill to the narrative of Palais Galliera. Furthermore, the museum has a rectangular room with a skylight that lets in natural lighting which is considered to be the central feature of the building. (Galliera, 2024). As for the garden that is located on the side of the building, you will find large and small galleries on each side as a way for displaying artworks and exhibitions. (Galliera, 2024). This blend of indoor and outdoor spaces attracts visitors who are guaranteed to come back and provide positive feedback. Lastly, there is a fifth room that showcases the exhibition areas. (Galliera, 2024). Overall, hosting my fashion exhibition at the Palais Galliera promises to be memorable and will present my designs in an iconic and captivating setting.

Choosing Palais Galliera to host my exhibition is an excellent choice for my target audience since Paris is the biggest city in France. Furthermore, Paris is essentially important for politics, industry, business, banking, and transportation. (Department, 2024). As the most visited city, this will attract a diverse and engaged audience to visit my exhibition. Additionally, Paris

has its own famous landmarks such as the Louvre Museum and the Eiffel Tower (Department, 2024), further enhancing the overall tourism experience. Moreover, Paris is a major international tourist destination (Department, 2023), which will be beneficial for my exhibition. As visitors from around the world come to see my exhibition, this will lead to exposure that will help spread news about my work and gain notice. The museum has had amazing and appealing exhibitions in

**Figure 4**  
*Pierre Antoine*



“Love Brings Love” title of exhibition dedicated to Alber Elbaz  
2022

URL: <https://www.palaisgalliera.paris.fr/en/exhibitions/love-brings-love-alber-elbaz-tribute-show>

the past and currently. For example, “Love Brings Love. The Alber Elbaz Tribute Show,” was an exhibition located on the ground floor, where 46 participating fashion houses and designers worked together to create looks inspired by Alber Elbaz. (Galliera, 2022). The variety of exhibitions shows the museum’s dedication to presenting innovative works of art. Elbaz was known for his flowing dresses with long trains, short ruffles dresses or big bows, along with drawings and portraits of Alber printed on the dresses. (Galliera, 2022). This commitment to artistic diversity ensures that my exhibition will receive appreciation from visitors. The

exhibition consisted of a full runway show experience with effects, music, and lights. (Galliera, 2024). Furthermore, I love the idea that the title symbolizes the opposite feeling of isolation felt by many during the pandemic, reflecting the loss during that time. Also, I think it's wonderful that designers came together to create an exhibition in memory of their friend and colleague who loved pursuing his desired passion. This heartfelt tribute adds resonance to the fashion exhibition experience, making it memorable for visitors.

**Figure 5**  
*Pierre Antoine*



Alber Elbaz printed on the garment.

2022

URL:

<https://www.palaisgalliera.paris.fr/en/exhibitions/love-brings-love-alber-elbaz-tribute-show>

**Figure 6**  
*Pierre Antoine*



Alber Elbaz printed on the garment.

2022

URL:

<https://www.palaisgalliera.paris.fr/en/exhibitions/love-brings-love-alber-elbaz-tribute-show>

**Figure 7**  
*Pierre Antoine*



Alber Elbaz printed on the garment.

2022

URL:

[/www.palaisgalliera.paris.fr/en/exhibitions/love-brings-love-alber-elbaz-tribute-show](https://www.palaisgalliera.paris.fr/en/exhibitions/love-brings-love-alber-elbaz-tribute-show)

**Figure 8**  
*Pierre Antoine*



Inspired Alber Elbaz garments.  
2022

URL: <https://www.palaisgalliera.paris.fr/en/exhibitions/love-brings-love-alber-elbaz-tribute-show>

**Figure 9**  
*Pierre Antoine*



Inspired Alber Elbaz garments.  
2022

URL: <https://www.palaisgalliera.paris.fr/en/exhibitions/love-brings-love-alber-elbaz-tribute-show>

Another exhibition that Palais Galliera hosted was Frida Kahlo which was presented on the garden floor. This exhibition celebrated the life of Frida, who is well known and is considered to be an influential artist of the 20th century. (Galliera, 2022). This past fashion exhibition caught my attention and revealed so many interesting facts about Frida Kahlo. For instance, the exhibition included 200 objects from where Kahlo was born and featured garments, accessories, cosmetics, medicines, and orthopedic aids. (Galliera, 2022). Attending this exhibition would've been a dream for me, offering me the opportunity to understand Frida Kahlo's influence on art and culture through her life and work. Moreover, I was unaware of Frida Kahlo's disability, and her method of coping that involved her wearing traditional Mexican clothing, which was deeply connected to her cultural identity. (Galliera, 2022). This is another way of how

she is appreciated for her resilience and artistic expression. This symbolic piece features Tehuana dresses, hand-painted corsets, prosthetics, and pre-Columbian necklaces that Frida used to collect. (Galliera, 2022). Revealing these symbolic elements in Frida Kahlo's life not only deepens the appreciation for her empowerment but also her identity and culture. Frida Kahlo remains an icon and has gained the attraction of popular fashion designers like Karl Lagerfeld, Maria Grazia Chiuri, Alexander McQueen, and many more. Frida Kahlo's enduring influence on

**Figure 10**  
*Laurent Julliard*



Portraits of Frida Kahlo  
2022

URL: <https://www.palaisgalliera.paris.fr/en/exhibitions/frida-kahlo-au-dela-des-apparences>

**Figure 11**  
*Laurent Julliard*



Mexican Traditional Dresses that belong to Frida Kahlo  
2022

URL: <https://www.palaisgalliera.paris.fr/en/exhibitions/frida-kahlo-au-dela-des-apparences>

generations continues to inspire artists and open the imagination of these designers. Lastly, it's awesome to know that these artifacts of Frida Kahlo were not discovered 2004 (Galliera, 2022), which isn't that long ago. (Galliera, 2022). As a result, the Frida Kahlo exhibition was well informative. In conclusion, the Palais Galliera is a beautiful and artistic building with many attractive details that will go together well with my exhibition.



**Figure 12**

Laurent Julliard



Footwear that belongs to Frida Kahlo  
2022  
URL:

<https://www.palaisgalliera.paris.fr/en/exhibitions/frida-kahlo-au-dela-des-apparences>

**Figure 13**

Laurent Julliard



Mexican Traditional Dress that belongs to Frida Kahlo  
2022  
URL:

<https://www.palaisgalliera.paris.fr/en/exhibitions/frida-kahlo-au-dela-des-apparences>

**Figure 14**

Laurent Julliard



Mexican Traditional Dress that belongs to Frida Kahlo  
2022  
URL:

<https://www.palaisgalliera.paris.fr/en/exhibitions/frida-kahlo-au-dela-des-apparences>

## Exhibition Theme



**Enter this floral wonderland and let the beauty of nature intertwine with the strength & grace of femininity, as we honor the allure of flowers and the appreciation of women.**

By: Alyssa Noemi Skerret



In this garden, femininity is blossoming and is continuously evolving. Witness a celebration of having confidence within femininity in my Spring and Summer Haute Couture garden exhibition. Here, grace, beauty, and strength intertwine, creating a powerful expression of womanhood. Fashion designers like Virginie Viard, Maria Chiuri, Daniel Roseberry, and Karl Lagerfeld will be reflected in my theme. Viewers will notice the elements that are associated with these designers, who are or were the creative directors of Dior, Chanel, and Schiaparelli.

Each garment will reflect the style of these designers with a touch of elegance and a daring choice. Due to Chiuri's Haute Couture Spring 2017, it has helped me to develop my own garden exhibition. (Reddinger, 2017). Her enchanted theme garden inspired me to include fairytale-inspired garments that have floral lace decorations. However, my botanical inspirations didn't just come from Chiuri, but also from Karl Lagerfeld. For example, Lagerfeld has incorporated garden-inspired elements into his collections and runway shows. (Nast, 2015). My garments will acknowledge the diverse qualities and strengths associated with being feminine, aiming to honor women by showcasing these traits in high fashion. Throughout this exhibition, floral motifs will come to life to tie with the garden theme. When my garments are worn, I want my clients to feel confident and stand out. For example, Schiaparelli was known for her bold choices with her creations (Michault, 2022), and that will play a big role in my garments. However, this theme was chosen because gardening has been inherited within my family, and passed down from my grandmother to my mother, my sister, and myself. To me, because gardening has been carried throughout the women in my family, it symbolizes womanhood. However, Chiuri, Roseberry, Viard, and Lagerfeld are culturally important due to their creations that go beyond just beautiful creative designs. These designers have challenged traditional norms while promoting diversity and using fashion as a platform to address social, political, and environmental issues. As for the women designers, Chiuri and Viard, their representation of femininity is iconic and culturally important for women audiences and anyone who has feminine traits. For example, Chiuri has been very supportive of feminism in the fashion industry. The "We Should All Be Feminists" slogan t-shirt was famously introduced in her debut collection for Dior. (Grazia, 2020). In addition, Chiuri has done her part to make the fashion industry represent diversity by featuring and embracing different body types and ethnicities. Additionally, Viard's

designs allow one to express femininity with her ability to combine elegance with a modern sophistication that features elements of Chanel's famously well-known style. In this exhibition, let us continue to cherish and appreciate the essence of femininity and brace the strength of womanhood.



**SHOWCASING THE GARMENTS**



Figure 15  
Chanel



Figure 16  
Chanel



Figure 17  
Chanel



# GARMENT #1

URL: <https://www.vogue.com/fashion-shows/spring-2015-couture/chanel/slideshow/collection#72>

Figure 18  
Chanel



Figure 19  
Chanel



Figure 20  
Chanel



Figure 21  
Chanel



# GARMENT #2

URL: <https://www.vogue.com/fashion-shows/spring-2015-couture/chanel/slideshow/collection#72>





Figure 22  
Schiaparelli



Figure 23  
Schiaparelli



Figure 24  
Schiaparelli



Figure 25  
Schiaparelli

**Garment  
#3**

**Garment  
#4**

**Garment  
#5**

**Garment  
#6**

URL: <https://www.vogue.com/fashion-shows/fall-2022-couture/schiaparelli/slideshow/collection#28>



Figure 26  
Dior



Figure 27  
Dior



Figure 28  
Dior



Figure 29  
Dior

**Garment 7**

**Garment 8**

**Garment 9**

**Garment 10**

URL: <https://fashionweekdaily.com/haute-couture-spring-2017-christian-dior/>

## *Exhibition Title*



Floral Elegance: Blossoming Femininity is the chosen title for my exhibition due to the use of flowers representing elegance and proving femininity has evolved through fashion. It connects with my exhibition visually and symbolically due to my exhibition being associated with femininity through the use of flowers. As well as the title since it demonstrates the essence of my exhibition, where each flower symbolizes an aspect of femininity that has flourished and changed over time in a positive way. As one comes across the title of this exhibition, one will be able to imagine a garden that's full of all kinds of flowers with delicate petals and vibrant colors.

Lastly, the reader may have an emotional connection due to the floral imagery being linked with feelings of peace, love, and happiness.



*Press Release*



***Information***

**Social Media:**



**Opening times:** Wednesday to Sunday 12pm - 5pm      **Dates:**

Late-night opening on Thursdays only!      April 1, 2024 -

Close on Mondays, Tuesdays & public holidays      August 31, 2024


**Location:**

Palais Galliera  
City of Paris  
Fashion Museum  
10 Av. Pierre 1er de Serbie Paris, France

**Admission Prices:**

Free to all students & children!  
Full Price for adults: \$10  
Seniors: \$5

**Contact:**

 +33 1 56 52 86 00

Paris, France - (*April 1, 2024 - August 31, 2024*)


In a celebration of confidence within femininity, Palais Galliera is proud to present “Floral Elegance: Blossoming Femininity.” Created by Alyssa Noemi, this exhibition draws inspiration from the essence of gardens, where femininity flourishes and evolves. Attractive creations by well-known fashion designers whose work embodies the essence of being a woman and femininity will be featured. The creative abilities of Virginie Viard, Karl Lagerfeld, Maria Grazia Chiuri, and Daniel Roseberry are among them. Each participating designer will bring their unique perspective, craftsmanship, and symbolic elements to the theme. Thanks to Chiuri


Haute Couture Spring 2017 collection that inspired Alyssa to come up with this beautiful theme. Additionally, there will be a glimpse of Lagerfeld's and Viard's elements such as a sense of sophistication and modern style. "I wanted to create a homage to diversity based on qualities and strengths that are associated with being feminine," says Alyssa. "For me, gardening has always been familiar and it's one of the reasons why gardening symbolizes womanhood. I miss picking out oranges and lemons out of my grandmother's garden as a little girl."

The fashion exhibition not only celebrates the creativity of these iconic designers but also acknowledges their cultural significance. Chiuri's support for femininity in the fashion industry has caught the attention of her iconic "We Should All Be Feminists" slogan t-shirt. "This exhibition isn't just about the beautiful garments, it's honoring femininity and embracing womanhood," adds Alyssa. Visitors will see the artistic interpretation of womanhood through the garden theme, which is a way for visitors to see fashion with a deeper meaning. We welcome everyone to join us at Palais Galliera as we step inside a garden that celebrates all women and embraces the beauty of femininity, and the iconic legacy of these visionary creative designers. "Floral Elegance: Blossoming Femininity" opens its doors on April 1, 2024, and runs through August 31, 2024. For more information and ticket reservations, please visit the Palais Galliera webpage.

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### *Business Partners*

Without a doubt, my potential business partners are Chanel, Dior, and Schiaparelli for the retail aspect of my exhibition due to their brand identity traits and strong alignment with the exhibition's theme goals. Chanel is the ideal fit for my exhibition because of the elegance and sophistication my exhibition has. Maria Chiuri, for the fashion house of Dior, is known for advocating for feminism, which resonates deeply with the exhibition's message of confidence within femininity. Furthermore, Schiaparelli's history of bold and daring creations, adds an avant-garde perspective that complements the exhibition's exploration of diverse qualities associated with womanhood.

*MoodBoard*



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