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Daniel Roseberry, the current creative director of Schiaparelli, comes from Plano, Texas, where he grew up in a religious family of five, including three siblings. His dad was a priest, and his mom was an aristocrat. Initially thinking about becoming a minister, he even traveled the world for Christian service missions (Schiaparelli, 2024). But his path took a turn towards fashion. After leaving New York's Fashion Institute of Technology after two years, Roseberry landed a job with Thom Browne, marking his entry into the industry (Heller, 2023). Spending almost ten years with the brand, he played a crucial role in designing both men's and women's collections, eventually becoming the head of design.

Prior to Roseberry taking the helm on Schiaparelli. The brand was established by Italian designer Elsa Schiaparelli in the early 20th century, holds a pivotal place in fashion history. Elsa Schiaparelli's innovative and avant-garde approach to design challenged traditional norms becoming surrealist (Polan & Tredre, 2020). Renowned for her collaborations with artists like Salvador Dalí and her creation of iconic pieces such as the lobster dress, Schiaparelli fused art and fashion, leaving an indelible mark on the industry (Reeder, 2011). Despite facing challenges, Schiaparelli's legacy endures reflecting its historical significance in shaping the cultural landscape of fashion and influencing designers.

Roseberry's design philosophy has turned into reinventing traditional shapes with surprising elements, as he embraces surrealism for convention in his personal fashion creations (Anne of Carversville, 2024). His purpose was to reimagine Schiaparelli design silhouettes in addition to modernizing these pieces. An example of Roseberry's piece was from Schiaparelli's archive (see figure 2). In the original work, there is a drawing of a vase overflowing with pink flowers. Roseberry explains that it's given a new purpose and presentation, creating a definite tribute

(Scott, 2021). The elevated designs and his aesthetic contribution to this couture house has kept the original ethos of Schiaparelli continuing her legacy.



Figure 2: Schiaparelli haute couture Autumn - Winter 2022

Another piece that signifies Roseberry's influence is the creation of Elsa's first "lambswool jacquard trompe l'oeil sweater". They meticulously remade Elsa's lambswool sweaters from 1927, turned the Salvador Dalí-inspired 3D bones into a pencil dress, adorned a satin mini with hammered gold piercings, and used Roseberry's drawings of doves on denim (Chilvers, 2022). Daniel Roseberry's vision and creativity of the masterpiece has elevated the original piece from the archive and adding his own twist made it unique and remarkable (*see figure 3*).



Figure 3: THE TROMPE L'ŒIL AND THE CREATION OF SCHIAPARELLI



Figure 4: Daniel Roseberry's recreation of lambswool sweater

The importance of reviving historical fashion brands in the modern era creates a flexibility of innovating new designs from archives. The chance to look back in history and acknowledge craftsmanship is a privilege to re-invent fashion trends in the modern era. In the fast-paced world of fashion, the constant influx of trends often leads to a saturation of styles (KV, 2024). Bringing back vintage styles gives a nice change to the current fashion trends in today's era. Roseberry's leadership on the global perception of the Schiaparelli brand has enormously changed the fashion community as his creativity

merges with art and fashion making it very complex and challenging. Roseberry believed that even though couture serves a small clientele, it has the power to become popular through attention-grabbing runway shows and getting celebrities involved (Tashjian, 2023). His contribution to the making of innovative clothing and accessories has made Schiaparelli to what it is today.

Since becoming the creative director of Schiaparelli, Roseberry has brought a modern twist to the fashion house known for its avant-garde style. Drawing inspiration from the brand's founder, Elsa Schiaparelli, Roseberry's designs stand out with bold shapes, lively colors, and a touch of surrealism. By breaking traditional gender norms and emphasizing couture craftsmanship, he has influenced fashion trends towards more diverse and high-quality expressions. In his Spring 2024 collection, he showcased numerous stunning pieces, with one particular standout being a dress adorned with seemingly red-painted fingernails, flawlessly worn by Kendall Jenner (Tashjian, 2023).



Figure 2: Kendall Jenner walking in Schiaparelli dress made of red fingernails

Roseberry's collaborations across different creative fields, like art and music, also add an innovative touch to Schiaparelli, contributing to a broader narrative of fashion evolving with contemporary influences. During the 2022 Paris Haute Couture Week, Roseberry did not go for the usual glamorous comeback. Instead, he brought a rebellious spirit and great craftsmanship, taking his finesse to another level. His creative touches, like big feathered sleeves, lively sunflower breastplates, and unique heart-shaped bustiers, are bold but still charming and easy to wear (Thomas, 2022). Roseberry keeps setting new standards in today's fashion. He is a trailblazer for a fresh story, consistently displaying his creativity in every show, no matter what.



Figure 3: Sunflower breastplates dress



Figure 4: Heart-shaped bustier

Daniel Roseberry, leading the way at Schiaparelli, has made a big impact on the brand and the fashion world. His work is all about bringing back the bold and creative style of the brand's founder, Elsa Schiaparelli, with eye-catching and

imaginative designs. Roseberry's influence is clear in his high-quality craftsmanship. He is not afraid to challenge traditional ideas about gender and loves teaming up with other creative fields. In a nutshell, Roseberry's time at Schiaparelli has been full of new ideas, pushing the limits of what we expect from fashion.

What makes Roseberry stand out is his bravery in challenging the usual norms, especially when it comes to how we think about men's and women's fashion. His designs often mix things up, making fashion more inclusive and diverse.

Roseberry's time at Schiaparelli has been a continuous flow of fresh ideas that break the usual rules of fashion, making the brand a symbol of new and forward-thinking in the industry.

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