



Fashion Exhibition Proposal

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*Museum Selection:*

Fondation Maeght



*Figure 1: <https://www.fondation-maeght.com/>*

The fashion exhibition will be located at Fondation Maeght in 623 Chem. des Gardettes, 06570 Saint-Paul-de-Vence, France. The artists actively contributed to its creation and execution, each making use of a section of the future foundation. The Maeght Foundation serves as an open-air museum, housing one of the significant European art collections spanning the 20th and 21st centuries (OT Saint-Paul de Vence, 2024). The opening of this gallery space is to promote contemporary art through exhibits and was designed by architect Josep Lluís Sert, crafting an expansive and remarkable studio in Palma de Mallorca for his fellow Catalan and surrealist

artist, Joan Miró (Fondation Maeght, 2024). The architecture behind the art museum features courtyards and gardens overlooking the Mediterranean sea. The Maeght Foundation, established and financed by Aimé and Marguerite Maeght, is a private institution dedicated to showcasing modern and contemporary art in its diverse manifestations. In the summer of 1964, it was inaugurated by André Malraux, the French Minister of Cultural Affairs (World Art Foundations, 2024). The location is a prime spot for the fashion exhibition theme as it features the scenery of the South of France overlooking the Mediterranean coastline. The exhibition beautifully captures the tropical essence of art and culture in the French Riviera. It harmoniously complements the presentation by encapsulating the vibrant art and culture of the region. The artwork's rich array of vibrant colors and intricate patterns seamlessly aligns with the attire on display, creating a cohesive and immersive experience of the French Riviera's artistic heritage. The potential target audience for the new fashion exhibit are young fashion enthusiasts who appreciate fine art. Since the French Riviera or Côte d'Azur is a popular destination, this area boasts some of the country's most picturesque villages, stunning landmarks, and numerous art galleries available for exploration (August, 2024). The riviera has more to offer than what the eyes see, it is filled with different landmarks and other activities that tourists enjoy. The scenic beauty, climate, arts, and culture.



*Figure 2: Jean Paul Riopelle, Grande Chute, 1967, Litho-collage marouflé sur toile, collection Jules Maeght*

The last exhibition from this art museum showcased the beautiful art of Jean Paul Riopelle, the exhibition displayed Riopelle's creations in a new and unprecedented way, encompassing abstract and figurative paintings, sculptures, ceramics, tapestries, and engravings (Fondation Maeght, 2024). Riopelle's art uses shapes, lines, and colors to evoke emotions without representing objects. It blends technique with intuition, creating intense and captivating works full of rhythm (see *Figure 2*). The Fondation Maeght delves into the intricate progression of Riopelle's meticulous techniques, traversing labyrinthine spaces to uncover a plethora of inspirations that have influenced his work (Silverman, 2023). Visitors exploring the maze-like halls of Fondation Maeght gain insight into Riopelle's artistic journey, from his early influences to his innovative techniques and the wide range of inspirations that shaped his renowned work.

The current exhibit in Fondation Maeght is their permanent collections with various artists highlighting the pieces shown in the latest Jacquemus Fashion Show in the South of France. Simon Port Jacquemus' most recent collection, named 'Les Sculptures', the venue chosen was La Fondation Maeght, an art gallery with a view of Saint-Paul de Vence in the southern region of France. This gallery showcases a collection of sculptures crafted by the Swiss artist Alberto Giacometti (Bakshi, 2024). As seen on figure 3, 4, and 5, Jacquemus included unique sculptures from the art museum that signifies his latest collection.

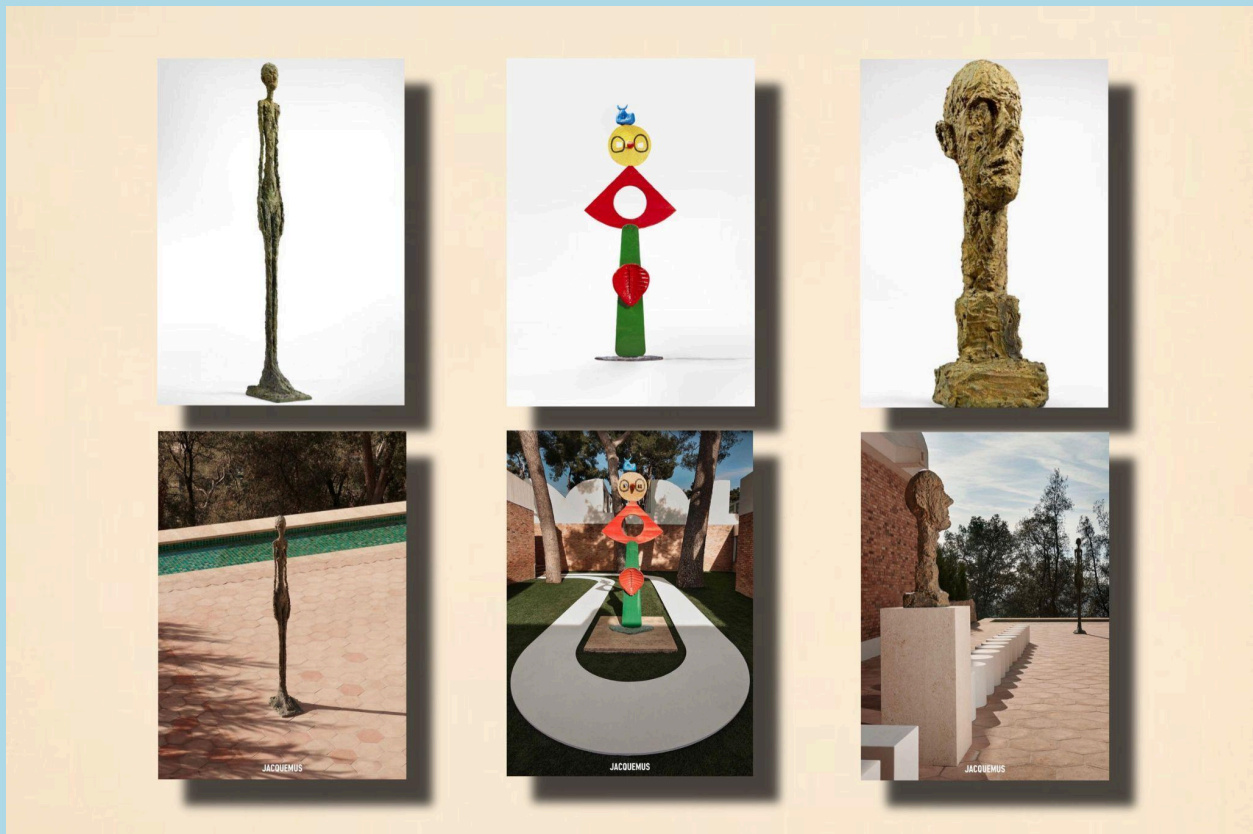


Figure 3, 4, and 5: Alberto Giacometti, *Grand Femme Debout I*, 1960 & Joan Miró, *La Caresse d'un oiseau*, 1967

Figure 6, 7, and 8: Jacquemus [[@jacquemus](https://www.instagram.com/p/C2rnjfusKFs/?img_index=1)] [https://www.instagram.com/p/C2rnjfusKFs/?img\\_index=1](https://www.instagram.com/p/C2rnjfusKFs/?img_index=1)

Originally commissioned for the plaza of the Chase Manhattan Bank in New York, the sculptures found their way to the Fondation Maeght after the project was canceled. Giacometti personally selected the placement of each sculpture within the foundation (Fondation Maeght, 2024).

Another set of exhibitions from Fondation Maeght was seen in Jacquemus Fashion Show (see *Figure 9*).

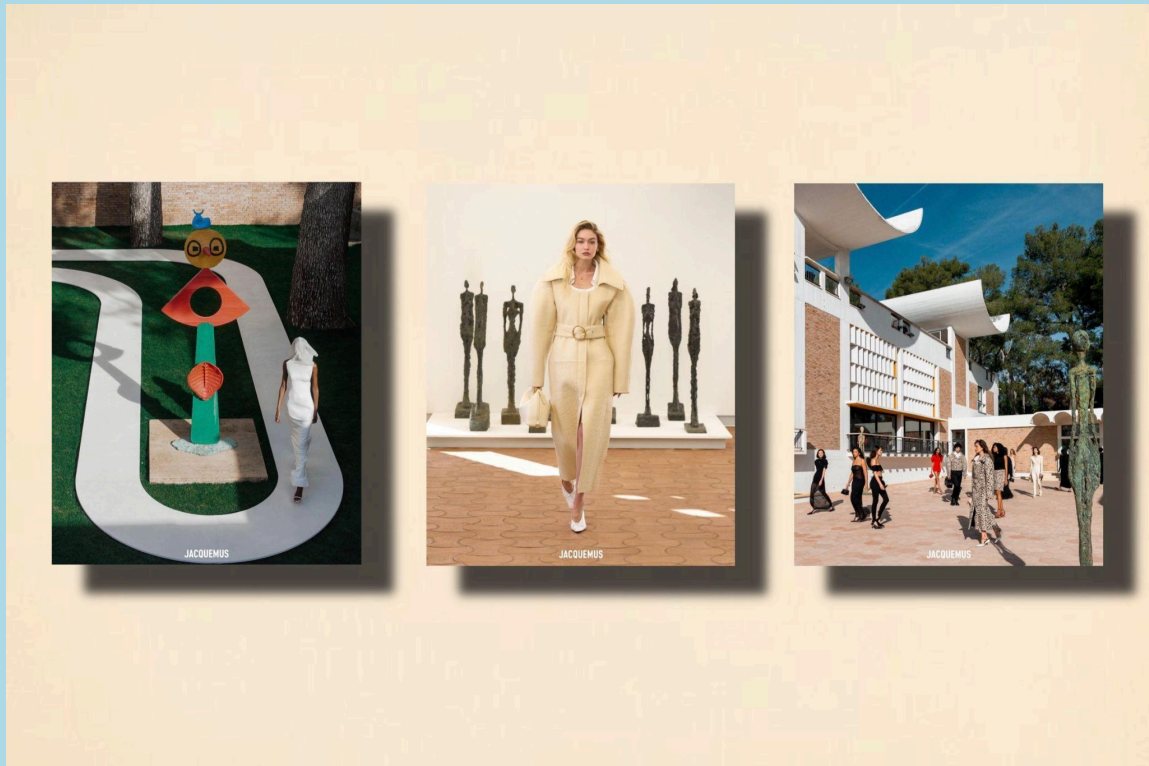


Figure 9: Jacquemus [[@jacquemus](https://www.instagram.com/jacquemus)] [https://www.instagram.com/p/C2sCM5LshKq/?img\\_index=1](https://www.instagram.com/p/C2sCM5LshKq/?img_index=1)

*Exhibition Theme:*



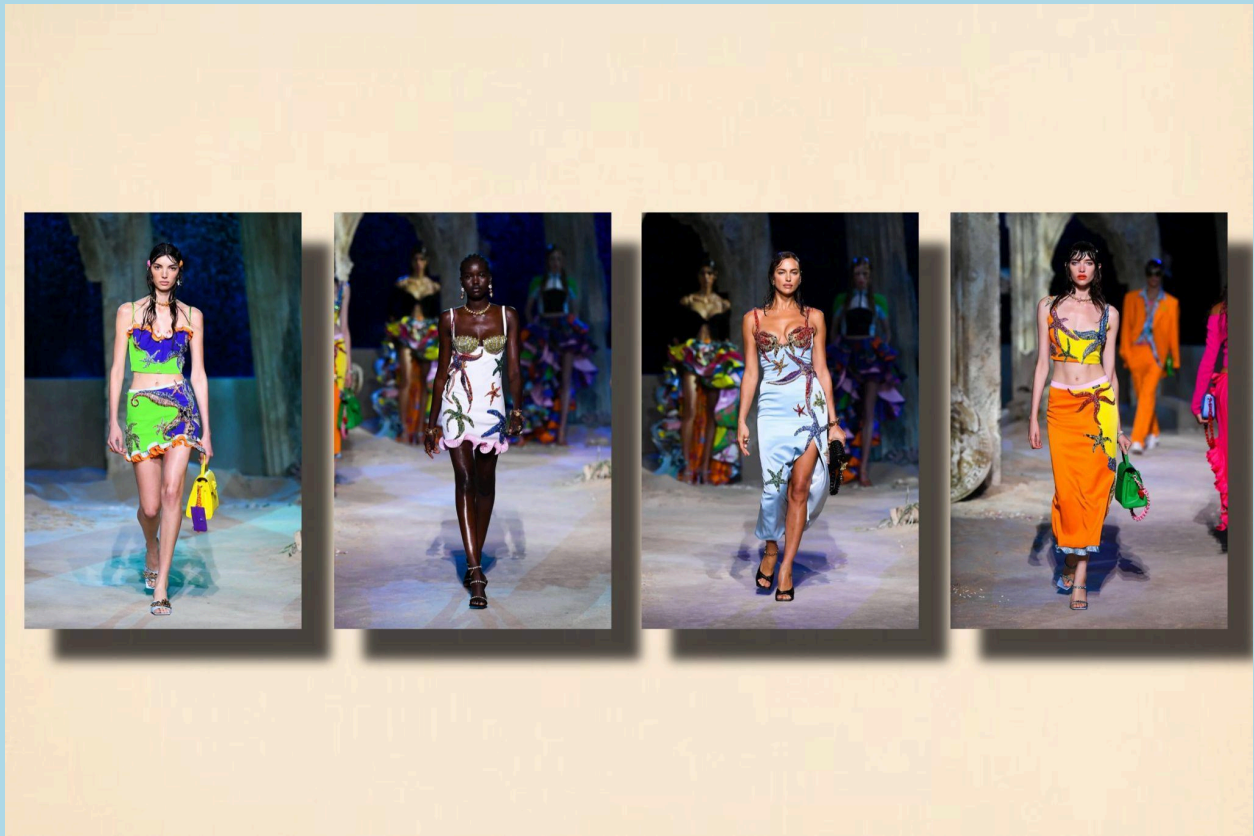
The sea, the azure sky, and the warmth of the sun's embrace. Tropic of the Sea: Under the Water displays the underwater experience as the fashion exhibition for Spring Summer 2024. A pop of color in an aquatic-themed exhibit to immerse in these playful yet glamorous presentations. The theme was chosen to engage with nature and admire its vibrant shades and admire the beauty of living sea creatures and marine life. The imagination and creativity of choosing this theme speaks of curiosity and its versatility evokes tranquility. The designers selected to feature in the fashion exhibit are renowned for their sophisticated and innovative creations are Donatella Versace, Walter Chiapponi, Chemena Kamali, and Virginie Viard. These creative directors from brands like Versace, Blumarine, Chloé, and Chanel will be the highlight for this event. Versace's

Spring Summer 2021 collection depicts the idea of living within your imagination. A utopian underwater community led by Medusa, embodying values of empowerment, resilience, and elegance (Pithers, 2020). The collection connects with nature and the intricate ecosystems which captivated and inspired to create this exhibition. The “underwater escapism” theme has vibrant coral patterns, seahorse motifs, and tropical fish designs, accompanied by an abundance of sparkling rhinestone starfish (Pithers, 2020). These pieces are inspired by the beauty of the marine world. As for Chiapponi, he was recently appointed as the new creative director of Blumarine but has also expressed his drive to explore the potential for advancing the renowned and whimsical brand (Bobb, 2023). Blumarine has named Walter Chiapponi, the former creative director of Tod's, as the leader of its design team, following the recent departure of Nicola Brognano (Kent, 2023). Although this is only the beginning for Chiapponi, Brognano has designed stunning statement pieces for the brand and he effectively captured the essence of Blumarine's DNA, presenting it in a fresh and modern manner, thereby reigniting interest in the brand among both the industry and customers (O'Connor, 2023). Moreover, the founders chose the name Blumarine due to their fondness for the color blue and the captivating ocean that envelops Capri (Gordon, 2021). This brand has defined the theme for this exhibit as it is attached to nature and admiration. Adding to the exhibition, Chloé as one of the top brands associated with making a groundbreaking impact on the fashion industry by pioneering "Prêt-à-Porter" and establishing trends that served as inspiration for fellow designers (Visionet, 2024). Pioneering the feminine elegance and the emphasizing on sustainability to reduce environmental impact relates to the theme of this exhibition. Furthermore, Chloé's philosophy centers on utilizing fashion as a medium for women to express elegance, freedom, and femininity (Visionet, 2024). Chloé crafts a fashion story that speaks to women who prioritize style, self-expression, and genuine



authenticity. Similarly to Chanel, the beach-themed runway, held at the Grand Palais in Paris, boasted a serene sandy backdrop, complete with an ocean view and a lifeguard tower. The setting was further adorned with a charming tiki hut and a tiny boardwalk. Models embraced a beach aesthetic, striding barefoot down the sandy runway while carrying their shoes, showcasing the brand's latest fashion innovations (Apparel Magazine, 2018). Although, Virginie Viard was Karl Lagerfeld's "right-hand woman" at the time, she has encapsulated an impeccable craftsmanship within Chanel. Viard's designs not only establish the standard for luxury fashion but also elevate femininity while providing women with sophisticated yet functional fashion pieces, thus empowering them. In participation with these designers, the exhibition gains recognition in the fashion industry as a reputable source of style through nature.

*Exhibition Looks:*



*Figure 10: Versace Spring 2021 Ready-To-Wear*

# *Blumarine*



*Figure 11: Blumarine Spring 2023 Ready-To-Wear*

# Chloé



*Figure 12: Chloé Spring 2024 Ready-To-Wear*



*Figure 13: Chanel Spring 2019 Ready-To-Wear*

*Exhibition Title:*



# *Tropic of the Sea*

Tropic of the Sea: Under Water is the chosen title for my exhibition, reflecting the depth and allure of femininity in the ocean. This title resonates visually and thematically with the essence of my showcase, delving into the mysteries and wonders of the underwater realm through a feminine lens. It evokes images of beauty, and the evolving nature beneath the waves. Each element of the title symbolizes an aspect of femininity that thrives and evolves in the hidden depths, inviting viewers to imagine an underwater paradise teeming with vibrant life and untold stories. Readers may find themselves drawn to the tranquility and power of the oceanic world, experiencing a sense of wonder and fascination with the feminine energy that permeates it.

*Press Release*



France, 19 June 2024

Prepare to be immersed in a world of underwater elegance as the "Tropics of the Sea: Under Water" fashion exhibit, curated by Anna Molina, makes its debut at Fondation Maeght on the 1st of July in 2024.

Featuring a stunning collection of garments inspired by the beauty of underwater ecosystems, this exhibit promises a fusion of textures, colors, and silhouettes that capture the essence of marine life.

Attendees will experience a multi-sensory journey, with music, lighting, and visual elements evoking the ethereal ambiance of the ocean. Each garment tells a unique story, from the graceful movements of sea creatures to the vibrant hues of coral reefs, offering a fresh perspective on fashion as an art form.

Don't miss "Tropics of the Sea: Under Water" from July 1 to July 31 of 2024. Tickets are available for purchase at [www.fondation-maeght.com](http://www.fondation-maeght.com). For more information, including exhibit hours and ticketing details, please visit [www.fondation-maeght.com](http://www.fondation-maeght.com).

For additional information, please contact:

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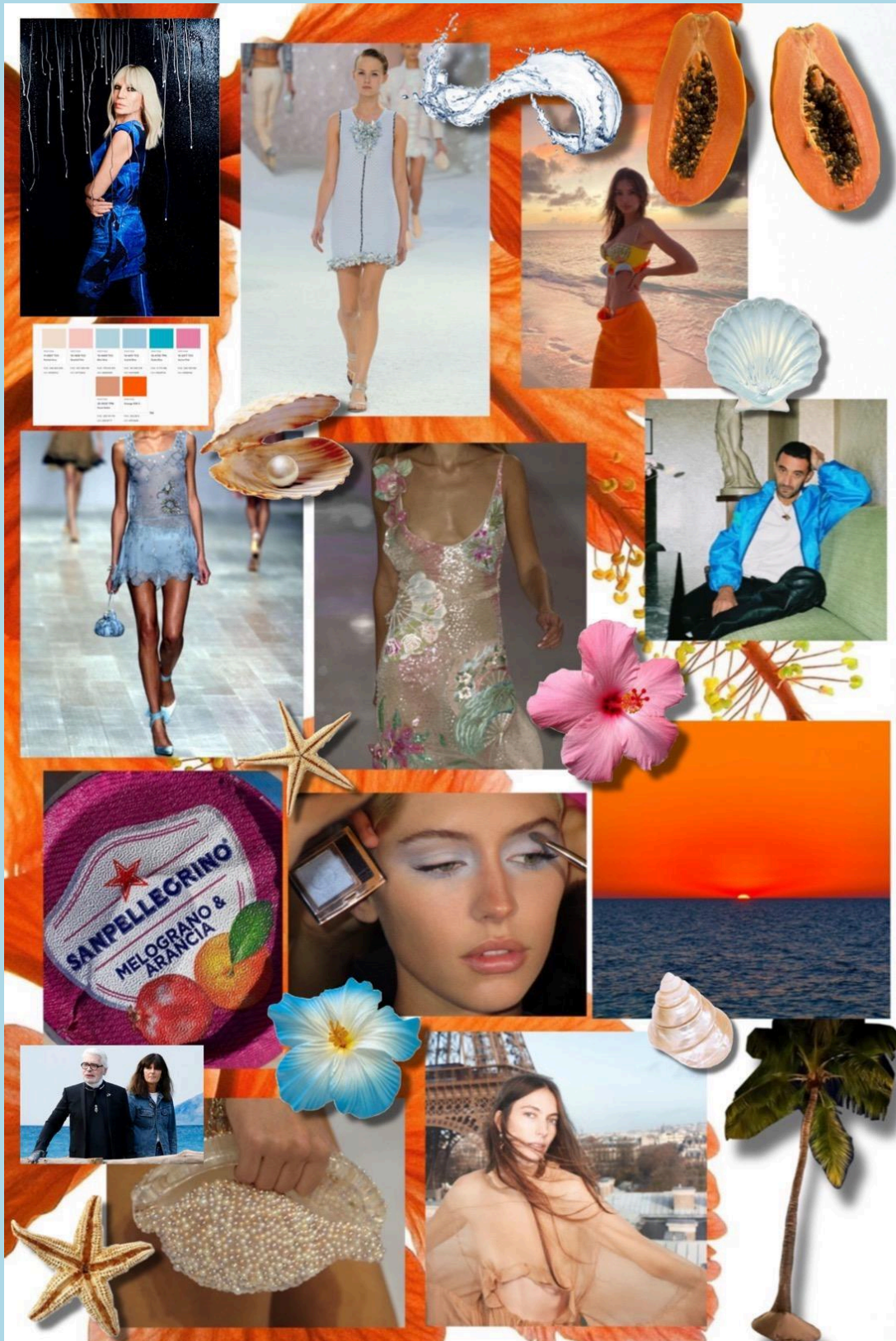
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*Business Partners:*

The fashion exhibition has secured potential partnerships with industry fashion houses including Versace, Blumarine, Chloé, and Chanel. This strategic collaboration not only amplifies the exhibition's presence but also seamlessly aligns with its thematic essence, forging a formidable alliance that epitomizes excellence in the fashion world. For the retail aspect of my exhibition, Versace, Blumarine, Chloé, and Chanel have emerged as potential business partners due to their brand identity traits and strong alignment with the exhibition's ideological goals. Chanel embodies the epitome of elegance and sophistication, perfectly resonating with the refined ambiance of the exhibition. Versace's bold and luxurious creations bring a dynamic energy that enriches the exhibition's narrative. Blumarine's timeless designs exude a sense of femininity and grace, enhancing the exhibition's exploration of womanhood. Meanwhile, Chloé's distinctive blend of modernity and romanticism offers a unique perspective that complements the exhibition's thematic essence.



Mood Board:



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*Jacquemus on Instagram: "welcome to 'les sculptures' see you at 12.PM CET live show Instagram and Jacquemus.com art pieces credits : For all artists : ©*

*ADAGP, Paris, 2024 © Successió Miró / ADAGP, Paris, 2024 © succession*

*Alberto Giacometti / ADAGP, Paris 2024 all works by Alexander Calder © 2024*

*Calder Foundation, New York / ADAGP, Paris © Zabalaga-Leku, ADAGP, Paris*

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[https://www.instagram.com/p/C2rnjfusKFs/?img\\_index=1](https://www.instagram.com/p/C2rnjfusKFs/?img_index=1)

Jacquemus on Instagram: “‘ les sculptures ’ jacquemus.com Joan Miró, *La caresse d’un Oiseau*, 1967 © Successió Miró / ADAGP, Paris, 2024 Alberto Giacometti, *Grande Femme Debout* , 1960 © succession Alberto Giacometti / ADAGP, Paris 2024.” Instagram. (n.d.-b).  
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