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ARTH 1204-D438

05/08/2020

Research presentation

Philip Treacy: Haute Couture Milliner

* Born on May 26th 1967 in rural Ireland, Philip Treacy was always interested in fashion design. In 1985, he pursued a design degree at the National College of Art and Design in Dublin. Then in 1988, He won a scholarship to go to the Royal College of Art in London for Fashion Design as well.
* Isabella Blow played an important role in Treacy’s career. She was an english magazine editor that discovered his designs and introduced them to prominent designers such as Chanel and Givenchy.
* Treacy’s designs are one of a kind, his creations are eccentric and bold. He is quoted as saying this about his hats. “I think and hope that I have changed the way we look at hats. They are no longer symbols of conformity but highly individual acts of rebellion. I am constantly challenging the perception of what a hat should be and what role it should play.”
* His creative process when designing a hat is to get inspiration from the past history and reimagine it in present time. Some of the distinctive subjects he incorporates in his designs range from surrealism, religious and historical imagery and even modern dancer, Martha Graham ("Philip Treacy - Fashion Designer Encyclopedia").
* An important part of Treacy’s brand identity is not only to create unconventional hats but to also establish a high level of millinery technique. He focuses on the correct fit, balance, and proportion to ensure that his creations are well made.
* Treacy has collaborated with some of the most prestigious couture and ready-to-wear designers, including Chanel, Versace, Givenchy, Valentino, Rifat Ozbek and Alexander McQueen.
* In 1991, he debuted his first design for Chanel under creative director, Karl Lagerfeld. It was featured in the cover of British Vogue worn by supermodel Linda Evangelista. The hat was called twisted birdcage.
* In 1993, Treacy held his first fashion show in London Fashion Week. Collaborating with Valentino, he debuted a series of black extravagant hats that were worn by the top supermodels of the time like Kate Moss and Naomi Campbell.
* A milestone, in 2000 Treacy was invited by French fashion's governing body, the Chambre Syndicale, to take part in the Parisian haute couture shows.The first milliner in eighty years to do so.
* Philip Treacy is highly decorated in his field. He has won the British Accessory Designer of the year, five times and was also awarded an honorary OBE (Order of the British Empire) for services to the British fashion industry by Prince Charles and Camilla, Duchess of Cornwall in November 2007
* Treacy and the royal family have had a long relationship. In the wedding of Prince William and Catherine Middleton, thirty six attendees wore his hats and twenty attendees wore his hats as well as Prince Harry and Meghan Markle’s wedding.
* His clientele includes many of the Royal family, celebrities and attendees of Horse racing. The target market is female with high economic status and income.

Citations

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