

Jean Paul GAULTIER

**DIFFERENT IS
BEAUTIFUL**

BY DANIELA PECKOVA WATANABE



INCEPTION

INSIDE LA MAISON

- 1970 - 18 years old Gaultier becomes assistant to Pierre Cardin.
- 1974 - Began his own creations without ever attending fashion school. Dressing Imelda Marcos under Cardin in the Philippines.
- 1976 - Gaultier launches his first collection.
- 1981 - Gaultier made headlines with his "Cyber-Punk" collection, which featured futuristic designs inspired by science fiction and technology.
- 1990 - Gaultier becomes a global sensation by creating 300 costumes for Madonna's Blond Ambition Tour.
- 1993 - Gaultier launches his first perfume.
- 1996 - After years of presenting ready-to-wear in Paris, Gaultier launches as Haute-Couture.
- 1997 - Gaultier designs epic costumes for the movie 5th Element.
- 1999 - Hermes purchases stake in JPG.
- 2011 - Spanish group Puig buys Gaultier.
- 2021 - After 50 year Jean Paul Gaultier retires and the fashion house bring in new designers.



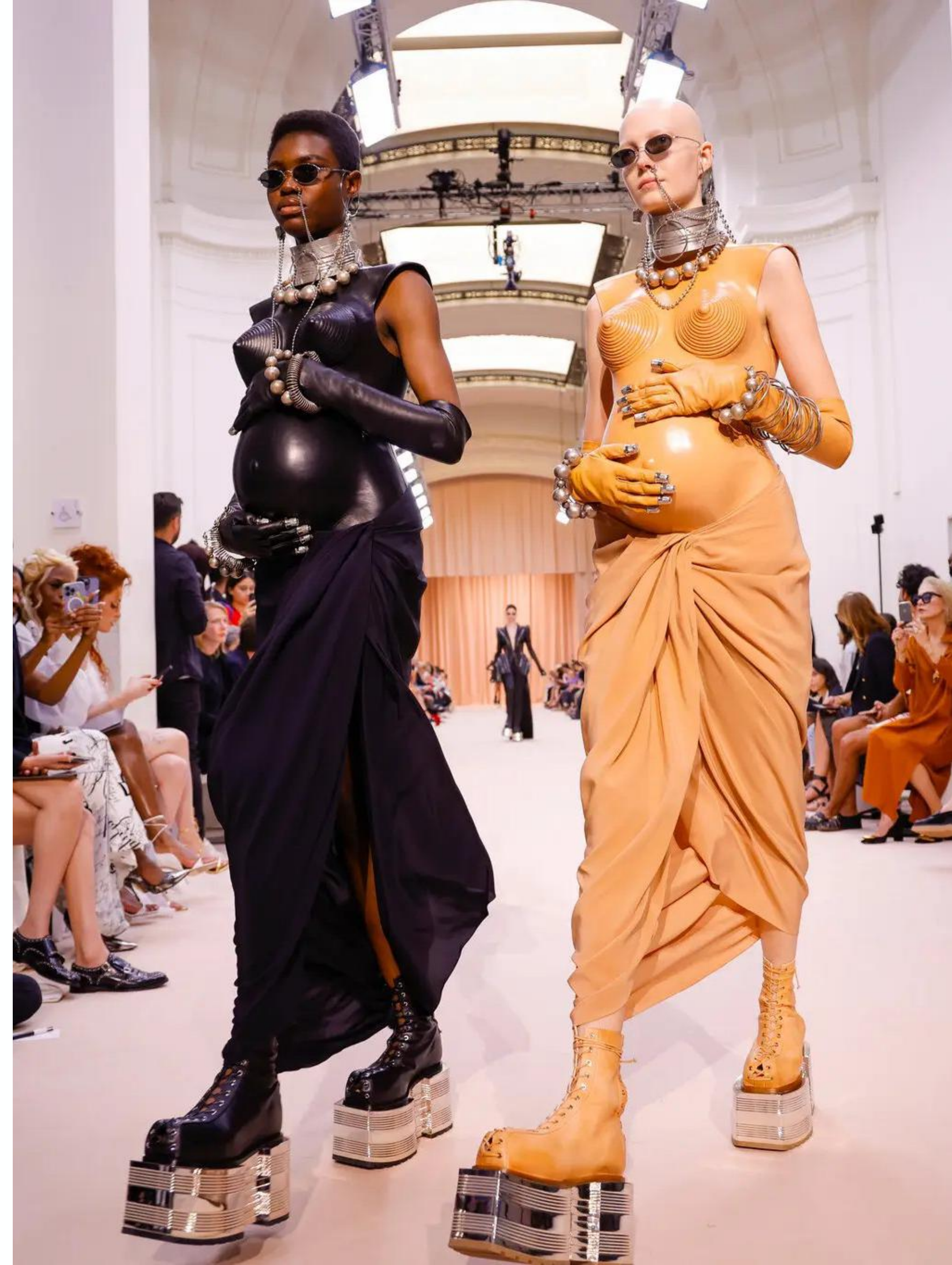
NEXT 30 YEARS

FRESH START

Staying true to his archives and legacy but keeping it very 'now'. - Florence Tetier, Jean Paul Gaultier current Creative Director.

Spanish fashion and beauty conglomerate Puig aims to reach annual sales of €4.5 billion by 2025. To get there, the focus is on organically growing its current portfolio — which includes Paco Rabanne, Jean Paul Gaultier, Carolina Herrera, Dries Van Noten, Byredo and Charlotte Tilbury brands. “Asia will continue to grow in weight in our portfolio in the coming years” says Puig. (Vogue Business, 2023).

Jean Paul
GAULTIER



GAULTIER DESIGNERS

1976-2021 Jean Paul Gaultier

2021 -2022 13 guest designers collaborated with the brand
Chitose Abe, Glenn Martens joined the house in January for the
SS22 Haute Couture collection and Olivier Rousteing FW22.

2022-current Florence Tétier



Jean Paul
GAULTIER



RETAIL BOOM

INFANT TERRIBLE



Jean Paul Gaultier's eponymous design house was established in 1982 with the backing of Japanese consortium Kashiwama. He quickly gained attention for his daring and unconventional designs, such as his 1983 Boy Toy collection for men, which featured the iconic striped Breton sailor shirt. Gaultier's mainstream success was solidified when he began selling his garments at New York's Bergdorf Goodman.

Jean Paul
GAULTIER



INTERNACIONAL EXPANSION

HOUSE OF GAULTIER

Jean-Paul Gaultier opened its first boutique in Paris in 1988, followed by stores in other major fashion capitals such as New York, London, and Tokyo.

In 1999, Hermès acquired a 35% stake in the Jean Paul Gaultier label for 150 million francs, providing the resources for future expansion. Gaultier opened his first standalone store and eventually grew his retail presence to 40 stores worldwide.

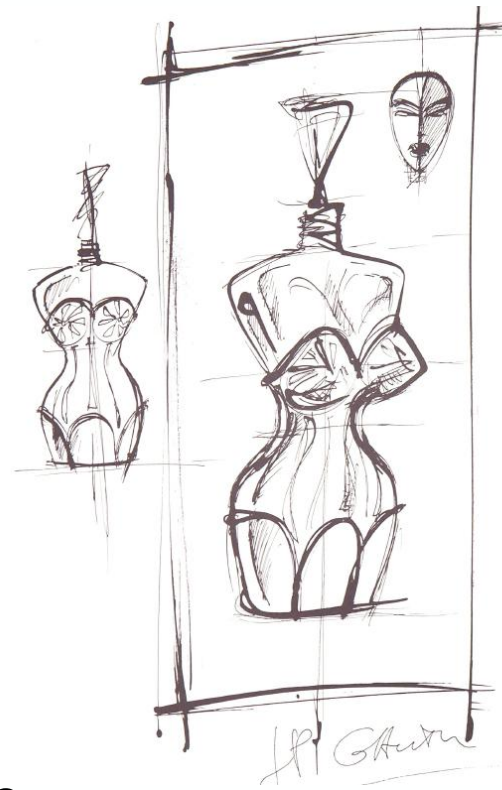
Jean Paul
GAULTIER



KEY CATEGORIES

CORSETS AND PERFUMES

1. **Haute Couture:** Jean Paul Gaultier is known for avant-garde, daring haute couture creations.
2. **Ready-to-Wear:** The brand produces ready-to-wear collections for both men and women.
3. **Fragrances:** Jean Paul Gaultier is also known for its fragrances, including the iconic "Le Mâle" and "Classique" scents.
4. **Accessories:** The brand offers a range of accessories, such as bags, belts, and hats.
5. **Eyewear:** The brand produces a range of eyewear, including sunglasses and optical frames.
6. **Beauty:** Jean Paul Gaultier has also expanded into the beauty category, producing makeup and skincare products.



Jean Paul
GAULTIER



MAJOR CHALLENGES

One of the major challenges that Jean Paul Gaultier faced throughout his career was to maintain the balance between his artistic vision and the commercial demands of the fashion industry. In an interview with The Guardian, Gaultier stated: "The most difficult thing for a designer is to balance creativity with commercialism. You have to create and make people dream, but at the same time, the clothes have to sell." (Rothman, 2012)

Another challenge he faced was to confront the criticism and controversy that often surrounded his provocative and boundary-pushing designs. In a 2015 interview with The New York Times, Gaultier admitted that he often felt misunderstood and criticized for his work: "I've always done things that have been different, so it was normal for me to receive criticism. But when I did my men's skirts, it was a scandal. It was just a skirt!" (Horyn, 2015)

Jean Paul
GAULTIER



DISTINCTION AND SUCCESSES

THE SHOCK FACTOR

- Revolutionizing fashion with his avant-garde and boundary-pushing designs
- Introducing the cone bra corset and the cage dress, which became an iconic pop culture symbols
- Becoming the go-to designer for movies including *The Fifth Element*, *Kika*, *The City of Lost Children*, and *The Cook, the Thief, His Wife & Her Lover*.
- Establishing his own fashion house and expanding the brand with successful commercial ventures, such as fragrances and accessories
- Winning numerous prestigious awards throughout his career, including the title of Chevalier de la Légion d'Honneur in France and the CFDA International Designer of the Year Award in the United States



SCANDALS

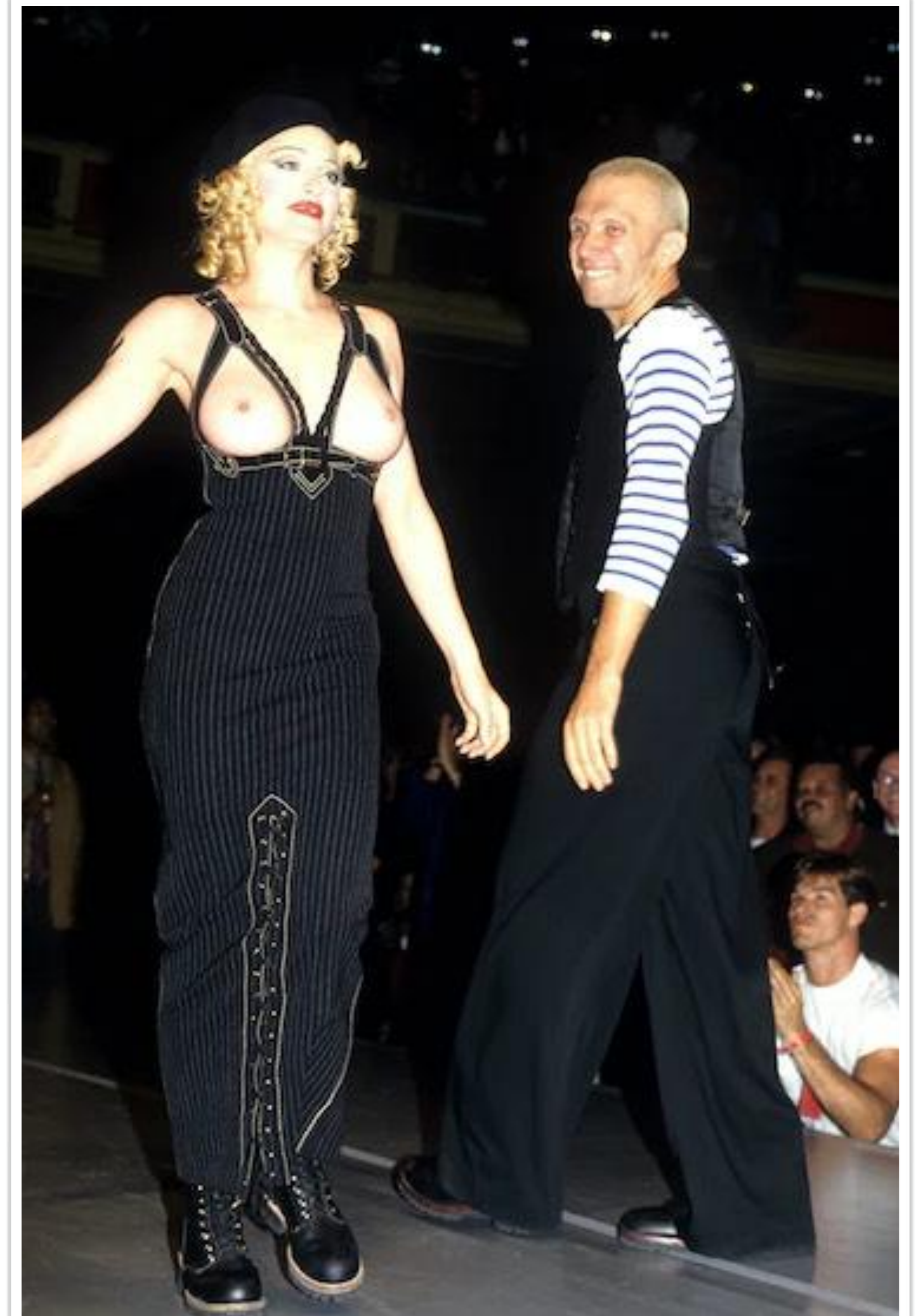
AND HOW IT WAS HANDLED

Jean Paul
GAULTIER



In 2018, Jean Paul Gaultier faced criticism for cultural appropriation after presenting a couture collection that featured models wearing dreadlocks, Native American headdresses, and other items inspired by different cultures (Adlakha, 2018). The collection was accused of appropriating cultural symbols and perpetuating stereotypes, particularly for featuring white models wearing headdresses, which are considered sacred objects by some Native American tribes. Gaultier apologized for any offense caused and clarified that he was trying to celebrate diversity and pay tribute to different cultures through his designs (Hahn, 2018). Other polemics:

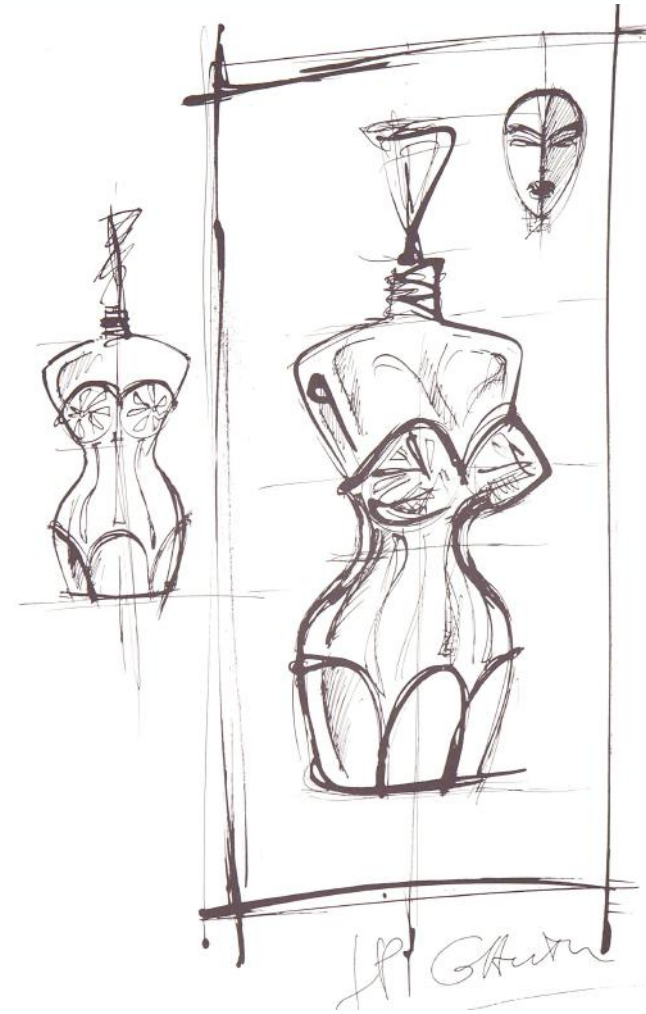
- Madonna's cone bra corset (HuffPost, 2019).
- "Chinoiserie" collection: In 2013, Gaultier was accused of cultural appropriation and racism for his "Chinoiserie" collection. (The Independent, 2013).
- Hasidic Jewish-inspired collection: In 1993, Gaultier faced criticism for a collection that was inspired by Hasidic Jewish clothing (The New York Times, 1993).
- "Homeless" collection: In 2009, Gaultier drew criticism for a collection that was inspired by homeless people, with models wearing ragged clothing and carrying shopping bags. (BBC News, 2009).
- Plus-size model controversy: In 2011, Gaultier faced criticism for his use of plus-size models in a runway show, with some accusing him of promoting obesity and unhealthy body image (The Guardian, 2011).



Madonna and Jean Paul Gaultier circa 1992

BENCHMARKING

COMPETITORS



	Fragrance	Beauty	Haute Couture
Jean Paul GAULTIER	✓	✓	✓
BOSS HUGO BOSS	✓	✗	✗
 RALPH LAUREN	✓	✗	✗
 VERSACE	✓	✓	✓

Jean Paul
GAULTIER



INCEPTION TO CURRENT POSITION

GAULTIER IN NUMBERS

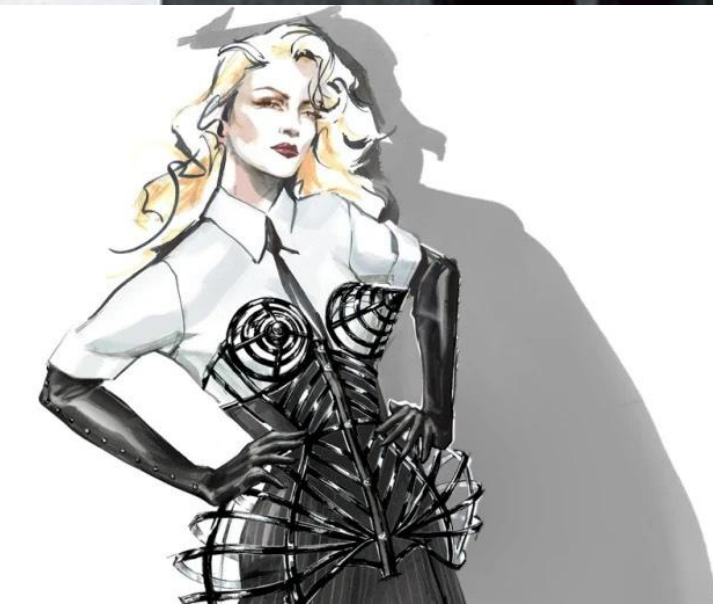
50+: The number of fragrances released by the brand, including the iconic "Classique" and "Le Male" scents.

250+: The number of haute couture and prêt-à-porter collections created by Gaultier during his career.

7: The number of CFDA (Council of Fashion Designers of America) awards won by Gaultier, including the prestigious International Award in 1997.

40+: The number of years that Gaultier designed costumes for the Cannes Film Festival, beginning in 1998.

2004: The year that Hermès acquired a 35% stake in the Jean Paul Gaultier fashion house.

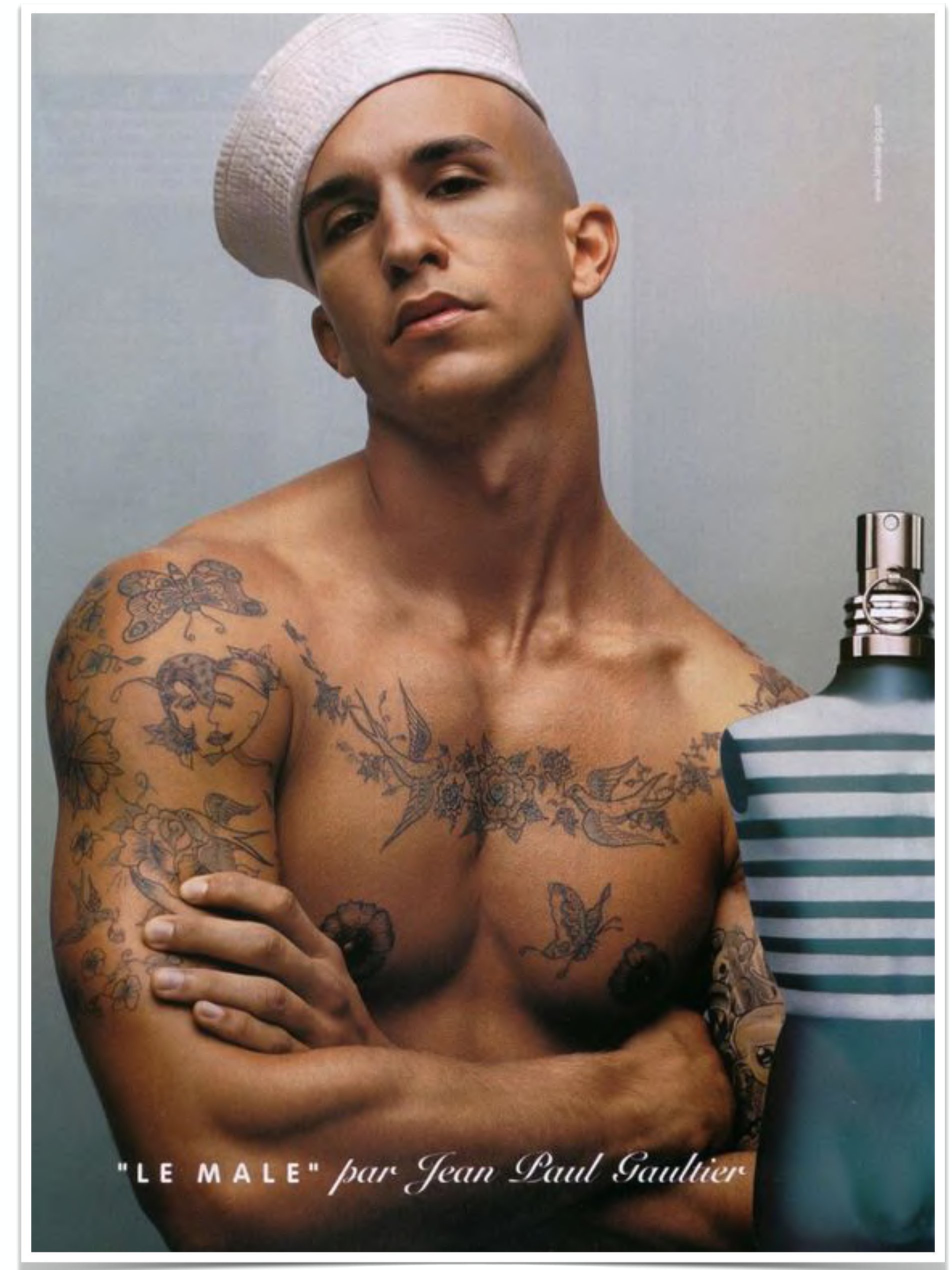
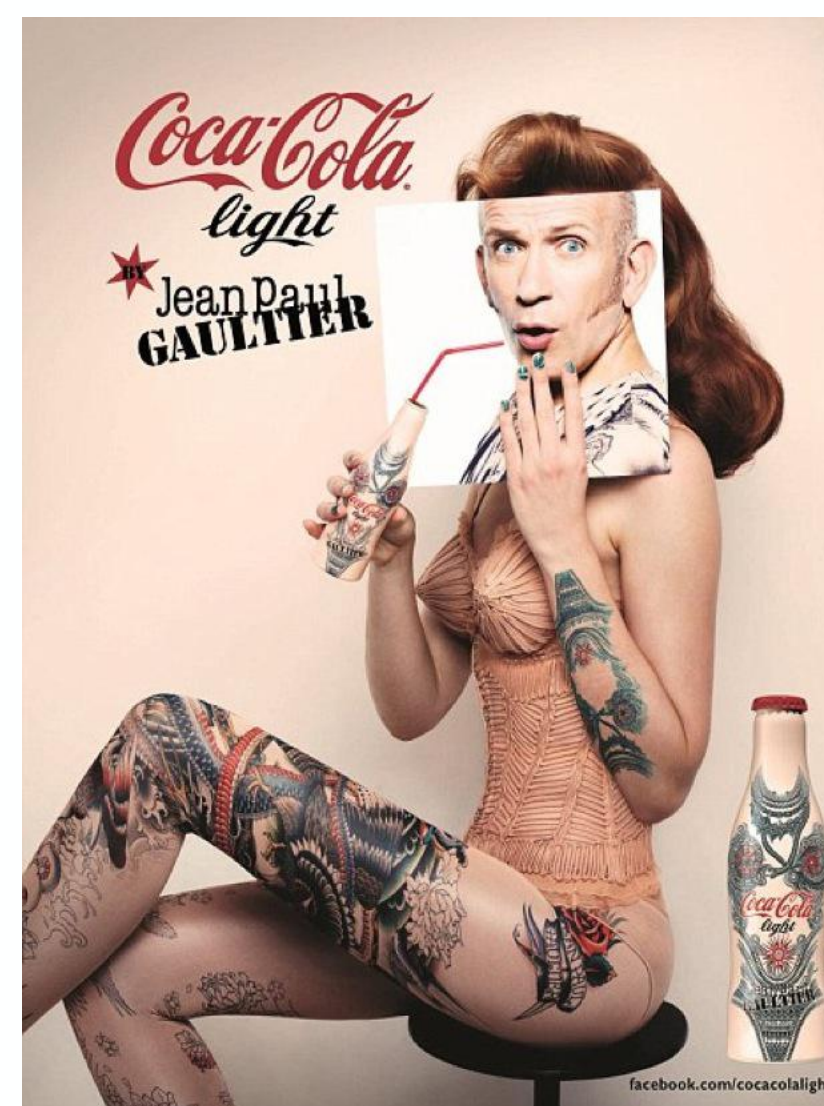


Jean Paul
GAULTIER

MAJOR CAMPAIGN

Jean Paul Gaultier has had many famous campaigns throughout his career, but one of his most iconic and memorable campaigns is likely the one for his fragrance "Le Mâle." The campaign featured a shirtless male model in sailor pants, striking a sensual and provocative pose. The campaign was widely talked about and controversial at the time, as it pushed boundaries and challenged traditional gender norms in advertising.

Jean Paul
GAULTIER



REFERENCES

Adlakha, M. (2018, January 24). Jean Paul Gaultier is accused of cultural appropriation for his latest couture collection. Vogue India. <https://www.vogue.in/content/jean-paul-gaultier-is-accused-of-cultural-appropriation-for-his-latest-couture-collection/>

BBC News. (2009, March 7). Gaultier show features 'homeless' fashion. <https://www.bbc.com/news/world-europe-12300061>

Emirates Woman. (n.d.). An Interview with Florence Tetier, Creative Director of Jean Paul Gaultier. Retrieved May 8, 2023, from <https://emirateswoman.com/an-interview-with-florence-tetier-creative-director-of-jean-paul-gaultier/?gallery=6>

Gata Magazine. (n.d.). 5th Element Looks. Retrieved May 8, 2023, from <https://gatamagazine.com/articles/fashion/5th-element-looks>

HuffPost. (2019, July 11). Madonna's Cone Bra: The Story Behind the Iconic Look. https://www.huffpost.com/entry/madonna-cone-bra-jean-paul-gaultier_n_5d005e02e4b011df123cc1a2

Hahn, R. (2018, January 25). Jean Paul Gaultier apologizes for cultural appropriation at couture show. The Fashion Law. <https://www.thefashionlaw.com/home/jean-paul-gaultier-apologizes-for-cultural-appropriation-at-couture-show>

Horyn, C. (2015, October 8). Jean Paul Gaultier on His Outspoken Career and What's Next. The New York Times. <https://www.nytimes.com/2015/10/11/fashion/jean-paul-gaultier-on-his-outspoken-career-and-whats-next.html>

London Theatre. (n.d.). Jean Paul Gaultier: Career Timeline. Retrieved May 8, 2023, from <https://www.londontheatre.co.uk/theatre-news/news/jean-paul-gaultier-career-timeline#>

Rothman, L. (2012, May 15). Jean Paul Gaultier: 'I am a terrible businessman'. The Guardian. <https://www.theguardian.com/fashion/2012/may/15/jean-paul-gaultier-terrible-businessman>

The Guardian. (2011, January 19). Plus-size models hit Jean Paul Gaultier's Paris catwalk. <https://www.theguardian.com/lifeandstyle/2011/jan/19/plus-size-models-jean-paul-gaultier>

The Independent. (2013, October 3). Jean Paul Gaultier accused of racism after dressing models in 'Chinese takeout' outfits at Paris Fashion Week. <https://www.independent.co.uk/life-style/fashion/news/jean-paul-gaultier-accused-of-racism-after-dressing-models-in-chinese-takeout-outfits-at-paris-8858773.html>

The New York Times. (1993, April 3). Gaultier Show Upsets Jews. <https://www.nytimes.com/1993/04/03/style/gaultier-show-upsets-jews.html>

The New York Times. (2023, March 17). Fashion Designers Face a New Challenge: Climate Change. <https://www.nytimes.com/2023/03/17/style/extrapolations-fashion-climate-change.html>

Jean Paul
GAULTIER

