



EMILY GARCIA

INDEPENDENT PRINCESS

ARTH 1204. Prof. Munroe
20th c. Dress and Culture

DIANE VON FURSTENBERG

THE BEGINNING OF IT ALL

- Diane Simone Michelle Halfin was born in Brussels, Belgium on December 31, in 1946.
- Diane comes from a Jewish household
- Her parents were Leon and Liliane Nahmias Halfin
- Leon is Romanian while Liliane is a Greek holocaust survivor
- Lessons learned: being comfortable with ones own confidence and a sense of self-worth
- At the age of 18 going on to 19, in 1965 Diane went to the University of Madrid
- A year later she transferred to the University of Geneva in Switzerland
- While being there, she met Prince Egon zu Fürstenberg, heir to Fiat automobile fortune.



"She was extraordinary. She survived the camps at the age of 22, she taught me only to look at positive things no matter what happens. When she talked about the camps, she talked about the camaraderie. I think she was trying to protect me. She only weighed 49lb when she came out, but I was born 18 months later . I was her victory," she told *The New York Times* in 2008. "The minute I knew it was 2008, I decided to have a career. I wanted to be someone of my own, and not just a plain little girl who got married beyond her desserts," she told *the New York Times* in 1977.

Mom quote

Beginning of independence

LEADS TO

- Diane married prince Egon in 1969
- They had two children: Prince Alexander von Fürstenberg and Princess Tatiana von Fürstenberg
- She apprenticed for Angelo Ferretti the Italian textile manufacturer. Later this year they moved to New York City.
- She began designing in 1970
- In April 1970, her first collection debut was at the Gotham Hotel in New York City.
- April 1972 was the year she established her own manufacturing business with Richard Conrad (entrepreneur)
- Opened a Seventh Avenue showroom, showcasing "Angela" the sweater dressed named after the black activist Angela Davis.
- Wrap dress, rocketed her career in the fashion world
- Divorced in 1972, Diane decided to keep her marital name



Prince Alexander von Fürstenberg with Alexandra von Fürstenberg married in 1995 till 2002. She is remarried to Dax Miller in 2015
Children: Talita von Fürstenberg and Tassilo Egon Maximilian



Princess Tatiana von Fürstenberg with her husband Russell Steinberg carrying Antonia Steinberg. They married in 2002.

Diane with Barry Diller (2001)

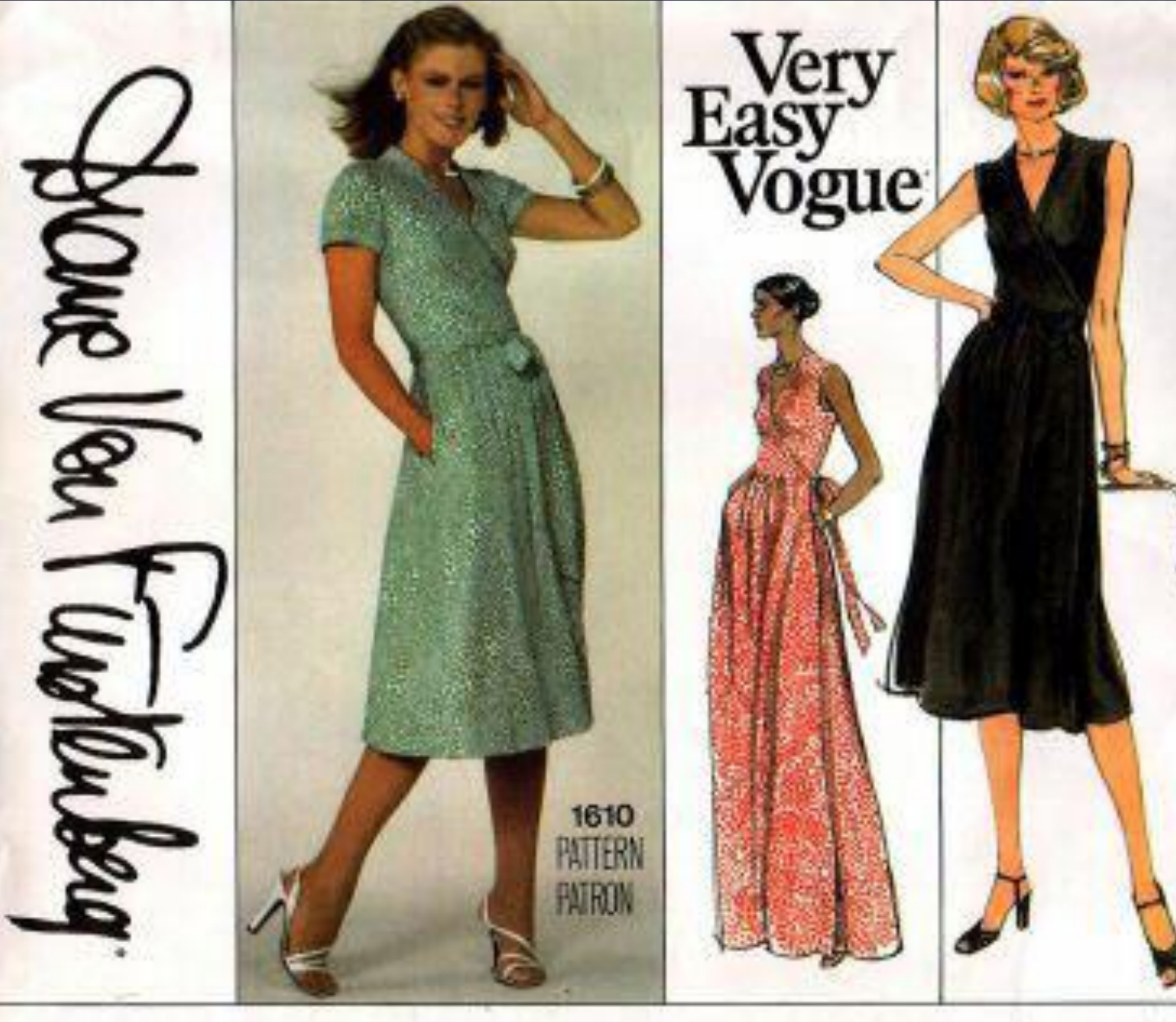
Alexander with Talita in arms

The Iconic Wrap Dress

DVF MARKETING THE WRAP DRESS

- ✓ Symbol of women's liberation in the
- ✓ 70's
- ✓ More than a dress, it's a spirit
- Simple versatile cotton dress,
- ✓ comfortable business dress and elegant evening gown

[HTTPS://SEWING.PATTERNREVIEW.COM/BLOG?S=1739519](https://sewing.patternreview.com/blog?s=1739519)



THE WRAP DRESS

- 1972, The creation of the wrap dress derived from Julie Nixon Eisenhower, who was wearing her wrap tops with one of her skirts. Diane decided to combine those two garments in to one.
- Sold 20,000 wrap dresses per week and in a couple months the dress topped \$1 million dollars.
- 1975, she was making 15,000 of the dresses
- A year later, she sold 5 million wrap dresses, landed covers of Newsweek and The Wall Street Journal, and created the fragrance Tatiana (after her daughter)
- 1977, she published her book Diane von Furstenberg's Book of Beauty.



More information

01

- With her husband, she set up The Diller-Von Furstenberg Family Foundation; a private family foundation which provides support to various non-profit organizations.
- In 2005, received a lifetime achievement award from the Council of Fashion Designers of America and was named president the year after.

02

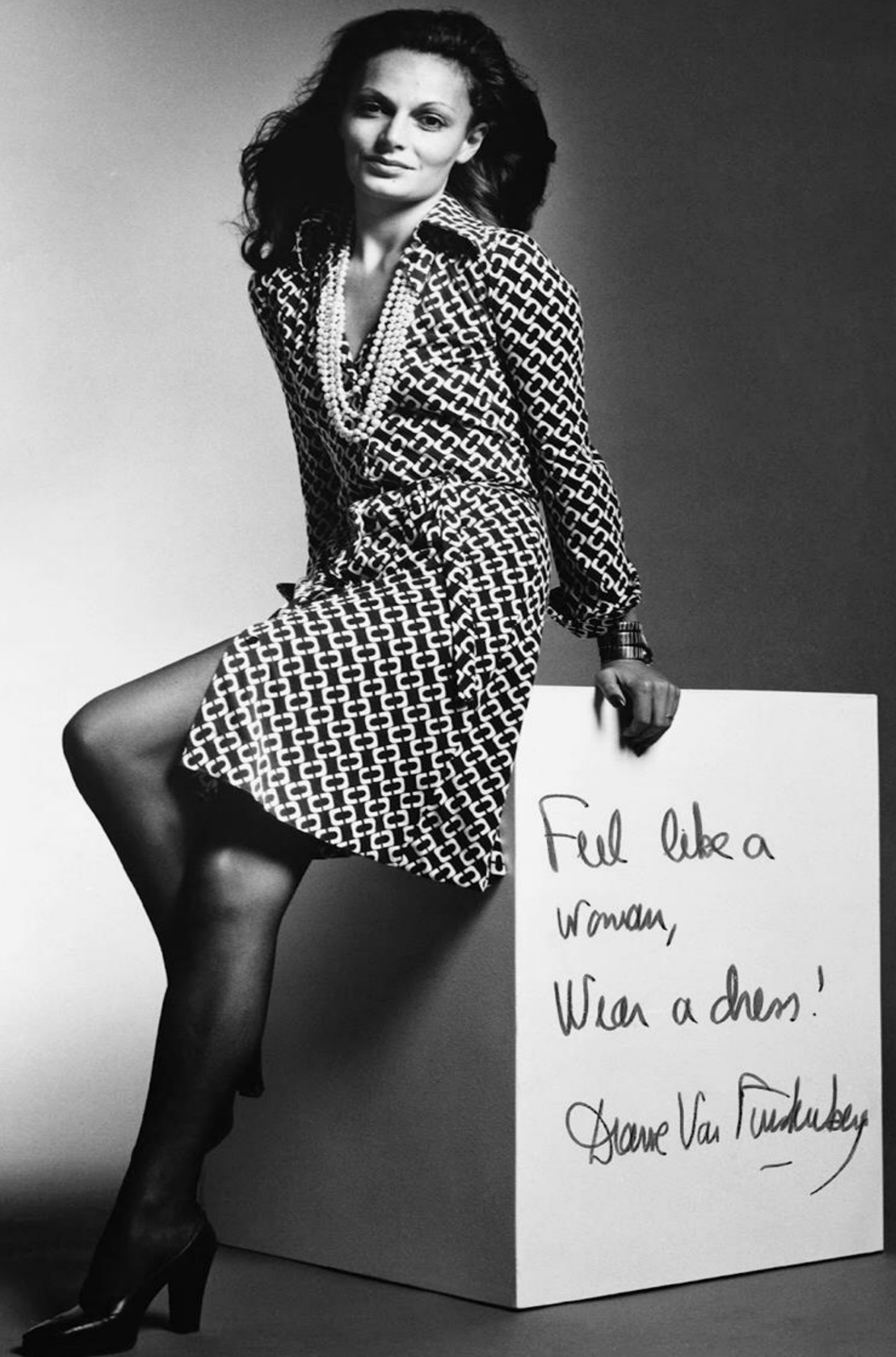
- In 1998, she exposed her own life in her autobiography DIANE: A Signature Life, a frank and compelling look at her marriage and her fashion career.
- In 2014, she released an empowerment-themed The Woman I Wanted to Be.
- She also launched the reality TV show House of DVF on E!

03

- Claridge's the London hotel revealed a collaboration with Diane in March 2010.
- In 2010 she launched the DVF scheme, aiming to recognize women whose leadership skills and vision have a positive impact on women's lives across the world.

04

- Received the Award of Courage for her enduring efforts in combating AIDS by internationally renowned charity amfAR in 2011
- Launched children's wear collection with Gap Kids in 2012



QUOTES

- "I design for the woman who loves being a woman."
- "Don't blame your parents, don't blame your boyfriend, don't blame the weather. Accept the reality, embrace the challenge, and deal with it. Be in charge of your own life. Turn negatives into positives and be proud to be a woman."
- "The biggest mistake a woman can make is not to be herself in public or private."

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