



Azzedine Alaïa

BUF 1101-Professor Roberts

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Early Years

- Born in Tunis on June 7, 1939
- Had a Twin sister that died in the mid-nineties
- Studied sculpture in the local École des Beaux-Arts (Kilcooley-Halloran, 2012).



Professional Experience

- In 1957 he moved to Paris to work with various designers like Christian Dior, Guy Laroche and Thierry Mugler.
- He showed his first ready-to-wear collection in the 80's .
- He was considered “The king of cling” (Friedman, 2017)



Brand Aesthetics

- In the Eighties, He popularized the stretchy body-conscious silhouette,
- Accentuated the bust area
- Cinched waists.
- The designer was considered important because he presented his designs when he felt ready. He believed that following fashion schedules killed creativity.
- To give form to the body, he used leather and knits (Friedman, 2017)
- "Alaïa was very fascinated by the idea of tailoring and the shoulders and the power woman (Fashionista.com) .





Awards

- In 1984, he was voted Best Designer of the Year and Best collection of the Year by the French Ministry of Culture.
- He claims to have turned down the Legion D'Honneur in 2008 (Kilcooley-Halloran, 2012).

A fashion show runway scene. Models are walking on the runway, and an audience is seated on both sides, clapping and taking photos. The image is dimly lit, with a dark overlay. The text 'Fun Fact' is written in white serif font on the left side. A list of facts is on the right side, separated by a vertical line.

Fun Fact

- In Alaïa's private shows in the 80's the word "Supermodel" started
- He rejected the fashion shows traditional schedule
- Models will cancel other shows to be in Alaïa's shows
- Artist like Michelle Obama, Grace Jones, Carine Roitfeld, and Lady Gaga.
- He was very close to Naomi who called him "Papa"
- He always wore a uniform of black Chinese cotton pajamas (Friedman, 2017)

References

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- Friedman, V. (2017, November 18). Azzedine Alaïa, Fashion's most Independent designer, is dead at 82. Retrieved April 25, 2021, from <https://www.nytimes.com/2017/11/18/fashion/azzedine-alaia-obituary.html>
- Kilcooley-O'Halloran, S. (2019, August 14). Azzedine Alaia. Retrieved April 25, 2021, from <https://www.vogue.co.uk/article/azzedine-alaia-biography#:~:text=Born%20on%20June%207%2C%201939,des%20Beaux%20Arts%20in%20Tunis.&text=In%20the%20mid%20Eighties%2C%20Alaia,bust%20and%20cinching%20in%20waists.>