

**Daniel Roseberry**

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2/23/24

Daniel Roseberry is a fashion designer who has become a prominent figure in the industry for his innovative and creative designs. Roseberry took over as the artistic director of Schiaparelli in 2019, after his predecessor, Bertrand Guyon, left the company. Since then, he has made tremendous contributions to the brand, bringing a fresh perspective and revitalizing the Schiaparelli brand. In this paper, we will provide an overview of Roseberry's background and career trajectory, examine his approach and innovations at Schiaparelli, discuss the cultural relevance and revival of Schiaparelli, explore Roseberry's contribution to contemporary fashion, and provide insight into the methodology used to analyze his work.

Daniel Roseberry was born in Texas and graduated from the Fashion Institute of Technology in New York City. Before joining Schiaparelli, he worked at Thom Browne as the head of the womenswear division. Since his appointment at Schiaparelli, Roseberry has made more contributions to the brand's revival. He is known for his innovative and creative designs, which are often inspired by art, history, and architecture.



Schiaparelli was founded by Elsa Schiaparelli in 1927 and quickly became a prominent fashion brand in the 1930s.

Schiaparelli was known for her avant-garde designs, often inspired by surrealism and art. The brand was known for its unique designs, bold colors, and unconventional shapes.

Schiaparelli was also the first designer to use the color shocking pink in her designs, which became the brand's signature color. However, the brand struggled to compete with other fashion houses in the 1950s and eventually closed its doors in 1954. It was revived in 2013 by Diego Della Valle, the founder of the Italian luxury brand Tod's.



Roseberry's design philosophy is centered around the idea of creating clothes that empower women. He believes that fashion should be fun, and his designs often reflect this sentiment.

Roseberry's approach to fashion aligns with the original ethos of Schiaparelli, which was centered around the idea of creating clothes that were both functional and artistic. He has also been known to draw inspiration from art, architecture, and history, which is similar to the approach taken by Elsa Schiaparelli.



One of Roseberry's most significant contributions to Schiaparelli has been incorporating technology into his designs. He has experimented with 3D printing and has created garments that incorporate LED lights. Roseberry's designs are often bold and unconventional, which is a departure from the more traditional designs that were created by his predecessor, Bertrand Guyon. Roseberry has also created several iconic pieces during his tenure at Schiaparelli, including a dress with a giant bow that Lady Gaga wore at the 2020 Grammy Awards.

The revival of historical fashion brands has become increasingly important in the modern era. Consumers are interested in buying clothes with a story, and historical fashion brands provide that narrative. The revival of Schiaparelli has been particularly significant because the brand has a unique history and aesthetic that sets it apart from other fashion houses.

Roseberry's leadership has had a significant impact on the global perception of the Schiaparelli brand. He has brought a fresh perspective to the brand and has made it more relevant to the modern consumer. Roseberry's designs are often featured in high-profile fashion magazines, which has helped to elevate the brand's profile. The brand has also seen an increase in sales since Roseberry took over as artistic director.

Roseberry's work at Schiaparelli has influenced current fashion trends in many ways. His use of technology in his designs has inspired other designers to experiment with new materials and techniques. Robinson states that “Roseberry's approach to fashion,..... around the idea of creating clothes that empower women, has also become increasingly relevant in the #MeToo era”. Many designers are now creating clothes that were empowering, which are a departure from the more traditional designs of the past.



Roseberry has also played a significant role in shaping contemporary fashion narratives. His designs often incorporate elements of art, history, and architecture, which has inspired other designers to explore these themes in their work. Roseberry's approach to fashion has also challenged traditional notions of femininity and masculinity, which has helped to create a more inclusive and diverse fashion industry.

Roseberry's impact on Schiaparelli and the wider fashion industry was utilized. Fashion journals, Tashjian states the “interviews with Roseberry, runway show reviews, and scholarly articles were used to gain insight into his design philosophy and approach to fashion.” Visual analysis is also used to analyze selected fashion pieces. The methodology used in this paper allowed for a comprehensive analysis of Roseberry's work at Schiaparelli and its impact on the wide range of the fashion industry.

In conclusion, Daniel Roseberry's contributions to Schiaparelli have been significant. He has brought a fresh perspective to the brand and has made it more relevant to the modern consumer. Roseberry's use of technology in his designs and his approach to fashion have influenced current fashion trends and challenged traditional notions of femininity and masculinity. The revival of historical fashion brands has become increasingly important in the modern era, and Schiaparelli's revival under Roseberry's leadership is a testament to the enduring appeal of these brands. Overall, Roseberry's work at Schiaparelli has had an impact on the fashion industry and will continue to shape fashion narratives for years to come.

## References

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