



Givenchy

Hubert De Givenchy

Early Life

- Givenchy was born in Beauvais, in northern France, 1927.
- Givenchy left his hometown for Paris at the age of 17 to take an apprenticeship at a couture house.
- He began his fashion career working for Jacques Fath
- Attended school for drawing at École Nationale Supérieure des Beaux-Arts, the french school of Fine Art.
- He later on moved to work for Robert Piguet in 1946 and for a short moment at Lucien Lelong in 1947.
- He worked Elsa Schiaparelli later that same year and quickly became the Artistic Director of the Schiaparelli boutique Vendôme.



Blouse

Hubert de Givenchy, 1960

Silk



Dress, spring/summer
1954

Hubert de Givenchy

Wool

The Art of Givenchy



Givenchy designs were praised for their elegant, yet youthful, femininity. He took complex structures and used it to accomplish simple evening Silhouette

“Givenchy was more than a designer he is a creator of personality” – Audrey Hepburn

For film his clothes represented something further, he created layers of personality which he wanted to hang a character.

Was known for the creator of Paris Fashion

His designs were described as embodying were “the notion of an American a Frenchwoman gleans from the American fashion”.

House of Givenchy 1952 The First Collection



▶ The Beginning of the Givenchy Fashion House

- 1952 Givenchy starts his own fashion line with a vision of Parisian sophistication
- This inspired the line to consist of Separates.
- Bettina opened the show with what become the famous Bettina blouse. This white linen blouse with flounced sleeves and eyelet embroidery by Pierre Brivet was worn with a skirt in Hurel gabardine.
- He presented the Bettina blouse which was initially named after the model Bettina Graziani who

Audrey Hepburn and Givenchy



Iconic Breakfast at Tiffany's Dress




Givenchy's design for Audrey Hepburn in the 1961 film *Breakfast at Tiffany's* brought into vogue the high bosomed princess dress without sleeves or a belt.

This Evening Dress was designed by Givenchy in 1961 and is made of Italian Satin

This iconic dress was described as "ultra-feminine and Parisian"



Givenchy and Audrey

- Givenchy and Hepburn found each other before either was really famous . He had just recently opened his house and her first major movie had not been released so they stuck with each other through seven films, from 1954 to 1987.
 - Audrey Hepburn was Givenchy's muse.
 - Together, Hepburn and Givenchy would architect some of history's most memorable movie and fashion moments
 - He designed her white dress she wore on the night she won the best actress Oscar in 1954.
 - He also designed her second wedding dress.
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Evening Dress

Hubert de Givenchy, 1956

Silk



Evening Dress

Hubert de Givenchy, 1963

Silk

Menswear

- In 1969, the designer created his men's ready-to-wear line "Givenchy Gentleman". Givenchy still embodies classic elegance with a touch of keen sharpness.
- The house appointed Ozwalk Beotang one of the biggest names in British tailoring at the time as the house's first dedicated menswear designer in 2004.
- Boatang left the house in 2007, throughout 2008, Givenchy's menswear was anonymously designed by the house's design studio.
- Givenchy hired the relative unknown Riccardo Tisci, a Central St. Martin's graduate
- Tisci arrived just in time, later interviews with Tisci made it clear the great house was in a very bad situation when he found it.
- He succeeded in restoring a sense of identity to the house in 2009 when after 57 years, Tisci became the first sitting creative director to simultaneously have direct control over Givenchy's menswear.
- Tisci's Italian, Catholic influences were revolutionary and truly different from other designers at the time, a new take on dark sensuality.

Important Dates

1952: Opens the House of Givenchy at 8 Rue Alfred de Vigny in Paris. Launches his debut Separates collection, including the Bettina Blouse.

1953: Audrey Hepburn and Givenchy meet for the first time. He also meets idol Cristóbal Balenciaga.

1957: Introduces first fragrance, called L'Interdit, fronted by Hepburn.

1961: Breakfast at Tiffany's / Givenchy's little black dress worn by Hepburn.

1961: First Lady Jacqueline Kennedy wears a Givenchy gown to an official visit to the Palace of Versailles.

1955: Givenchy presents his last couture collection and retires. John Galliano is named his successor.

Gallian is then replaced by Alexander Mqueen

2005: Ricardo Tisci takes over

March 10, 2018 Hubert de Givnechy passes away

Citations

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