



# Pierre Cardin

*Elisabeth Langle*

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## **Pierre Cardin** Elisabeth Langle

This is the first authorized monograph on Pierre Cardin (b. 1922). Visionary fashion designer and licensing pioneer, Cardin began his career apprenticed to Elsa Schiaparelli and Christian Dior. He quickly launched his own haute couture line, in 1954, followed rapidly by the first women's and men's prêt-à-porter (ready-to-wear) collections from a couture designer. Since the 1960s, Cardin's cutting-edge, futuristic designs have continually broken new ground and established exciting new trends. And he invented the business of fashion as we know it today, with international brand licensing across a variety of products and media. Pierre Cardin himself made his ambition clear: "I wanted my name to become a brand and not just a label."

Cardin brought high fashion to the street; he invented the bubble dress and launched the use of cartridge pleating, bright clear colors, as well as vinyl, plastics, metal rings, and oversize buttons. Pierre Cardin has also designed accessories, furniture, and cosmetics. There are now more than 900 licenses in over 140 countries, employing more than 200,000 people under the Pierre Cardin trademark.

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