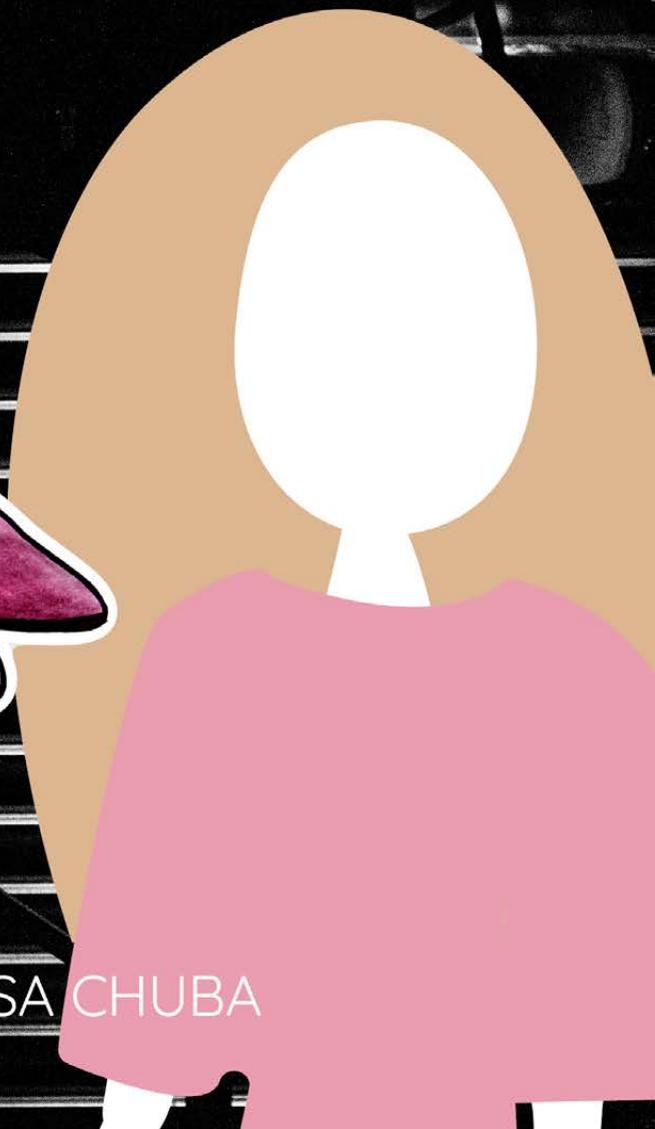


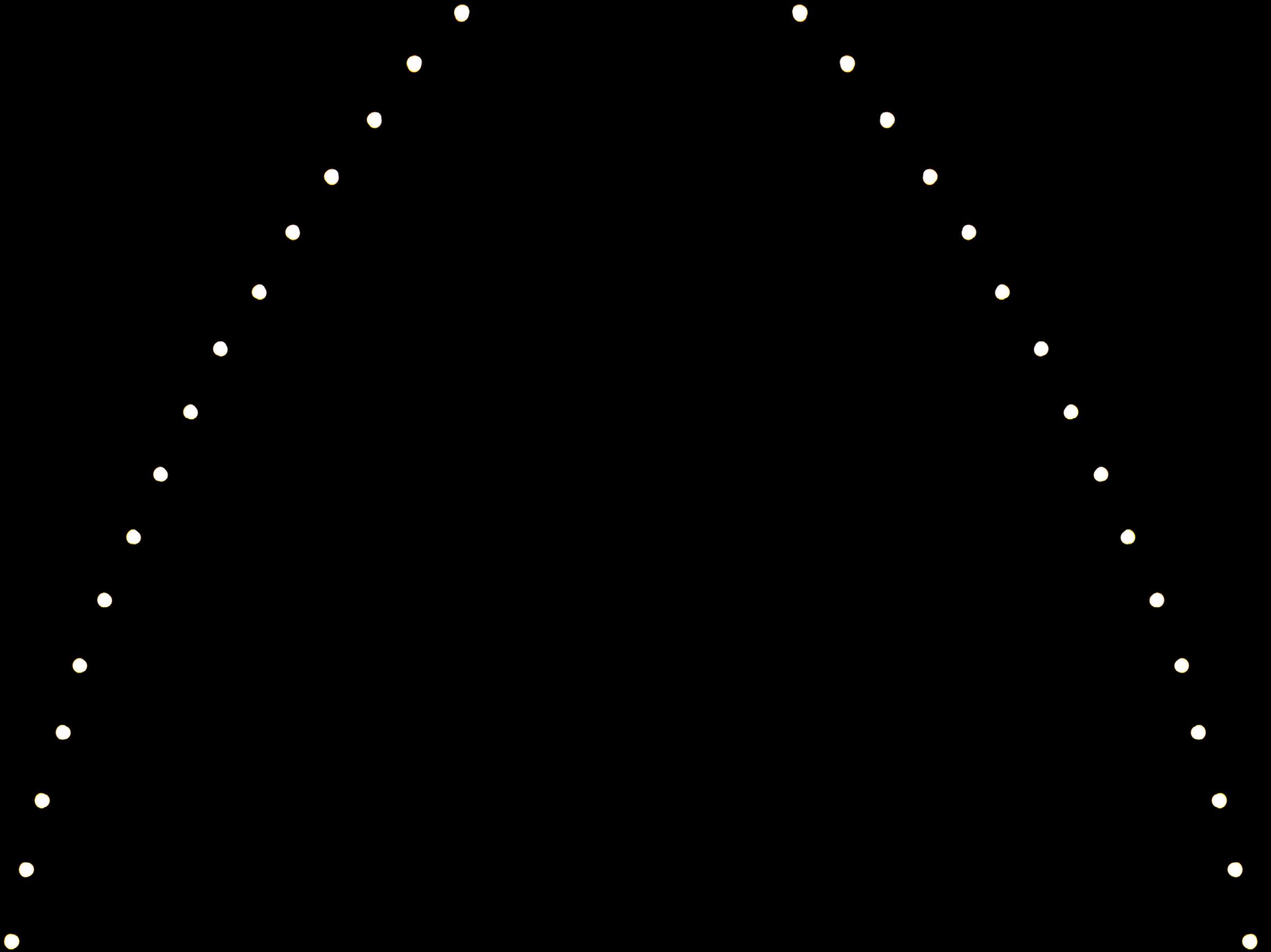
# An Ode To Fashion



VANESSA CHUBA

# An Ode to Fashion

Translated from the  
German by Vanessa Chuba





For aesthetes. For night owls. For strollers. For lovers of detail. For fashion enthusiasts. For last-ditch decision-makers. For people with good taste. For lateral thinkers. For colour and shape fanatics. For dreamy individuals. For those who are curious. For passionate human beings. For appreciators.

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# Here we go



I discovered my love for fashion in my childhood. Especially in my youth, I had various phases of self-discovery, which were also reflected in my favourite clothes. For a while I wore only black outfits and put on dark make-up. A little later I preferred colourful clothes, because they were now my thing. I noticed early on that fashion is much more than just something that keeps you warm and so on. It serves to express oneself, it is ephemeral, it experiences its revival in certain decades. With fashion and the trends that result from it, we also change ourselves and we ourselves change fashion. This is what I find so remarkable about it. I also appreciate the classics in designer fashion such as the trench coat by Burberry, the ellipse handbag with the famous LV monogram by Louis Vuitton, the wrap dress by Diane von Furstenberg or elegant vintage ear clips by Dior. All these pieces accompany me privately through life and I call them „my

treasures“. In addition to fashion, writing and photography are my passion. Ten years ago, I worked in an editorial office and wrote numerous articles. Afterwards I continued my career as a photographer and first took pictures of designer goods, then I had a job in a portrait studio. Due to these connections, which complement each other perfectly, I decided to write this fashion book, that contains interesting background knowledge about fashion houses, including night shots and my treasures. Anyway, drawing and painting is a form of expression of mine, which is why I illustrated several pages. And now it's time to turn the page!

*Vanessa Chula*



# Emergence of fashion



**F**ashion is as old as mankind itself. Well, almost. The first fashion item was probably the loincloth, which had a purely protective purpose rather than an aesthetic one. After some time, however, people in prehistoric times discovered the beauty of clothing and decorated it with shells and other things. Special clothing also made it possible for individuals to stand out, such as tribal chiefs, magicians or medicine men. In ancient times, the clothing of men and women did not necessarily differ. Rather, there were differences typical for the country. Tunics, which were usually made of expensive fabrics, were reserved for the richer class-

es of the population, as only they could afford the noble materials. The poorer class used wool, linen and simple materials. At the time of the 17th century, when Louis XIV (1650-1715) reigned, his clothing had an influence on the wardrobe of other countries, which, however, only the wealthy classes could take advantage of. Ordinary people did not follow recommendations, as they lacked the money for exquisite clothing. But fashion cannot be reduced to just clothing. After all, lifestyle, external cultural forms or contemporary tastes in architecture are also related to it. Trends already existed back then, as the forms of appearance have always changed and each era had its own idea of the aesthetic ideal of the human body. Since the middle of the last century, haute couture, which means „high dressmaking“ and is produced by hand, has been and still is the determining factor in setting trends. Soon afterwards, prêt-à-porter (ready-to wear) was created, that, unlike haute couture, is not customised and available in standard sizes. Later, in the seventies, punk was not only found in music but also in fashion. It was the designer Vivienne Westwood who gave the garments the appropriate portion of rock'n'roll and these appeared anything but boring. Nowadays, fashion is often political and finally adapts to global citizens and not the other way around. Androgynous people

wearing unisex clothing, models with visible prostheses, curvy women and men who live openly gay run on the catwalks of this world. And of course many others who have a special characteristic show: uniqueness is fashion, we are all fashion! Since 2016, Dior's chief designer Maria Grazia Chiuri has been campaigning for women's rights. She is the first couturière for the label and also draws attention to women's rights with garments that make important statements and reveal that women can do what they want. In principle, everyone can do anything in fashion these days - there is not just one trend. Rather a trend is that you can impress your own personality through fashion. Or, as Coco Chanel said in her lifetime: „La mode se démode, le style jamais.“ („Fashion becomes out of date, style never.“)





# Chanel

Hardly any other fashion house is more associated with elegance than Chanel. Always striving for a simple, sporty and reserved style, it differed greatly from Christian Dior's „New Look“ at this time. The French brand was brought to life in 1916 by Gabrielle Bonheur Chanel, who grew up as an illegitimate daughter in poor circumstances. In a Catholic orphanage she learned to sew at a young age. As a young woman, she did an apprenticeship as a saleswoman in a hosiery shop and had performances as a chanson singer at „La Rotonde“ in Moulins. There she was given the well-known nickname „Coco“. In 1910 she opened her first hat studio in Paris. Three years later, her first fashion store followed in Deauville and another one in 1915 in Biarritz. The perfume „Chanel No. 5“, which she created in 1921, is still considered one of her classics. Due to the Second World War, the Chanel fashion house had to be closed for the time being and reopened in 1954, financially

secured by the proceeds from the successful perfume. In this decade the iconic tweed costume and the quilted leather handbag „Chanel 2.55“ were created. In autumn 1982, Chanel offered Karl Lagerfeld the position as a chief designer. The Hamburg-born fashion icon never got to know Coco Chanel personally, and close friends advised him against becoming chief designer of the house. Therefore, he initially worked as a consultant for the sector of the haute couture, while Hervé Léger, Lagerfeld's assistant at Fendi since 1981, headed the prêt-à-porter collection. Just a year later, Lagerfeld took over both fashion lines with great success until his death. In February 2019, Chanel appointed French Virginie Viard as the new director of the collections and Eric Pfunder as director for the image department (marketing, advertising, etc.). Viard presented her first Chanel show on May 03, 2019 at the Grand Palais in Paris.









## Chanel 2.55



When designing the handbag (named after the month and year of its creation) Coco Chanel was inspired by the military bags of the time. These bags had a shoulder strap that guaranteed the wearer unlimited freedom of movement. She also made use of this at horse races with a pair of binoculars, which she hung over her shoulder as a modern, free woman, so that she could comfortably put her hands in pockets. In February 1955, Madame Chanel presented the 2.55, which symbolises luxury, functionality and a timeless design. However, it is much more than that - it's a resistance to the usual handbags, which she found to be a nuisance.



## Chanel 19

The fashion crowd should be extremely pleased with the launch of „Chanel 19“. Like its predecessor, „Chanel 2.55“, the newer version is named after its year of birth. It was first introduced at the prêt-à-porter show in autumn/winter 2019/2020 by Karl Lagerfeld and his successor Virginie Viard.

With its typical quilted look and the double C-closure, it represents the signature of the brand. The „Chanel 19“ is available in three different sizes in the colours black, white, beige as well as green, red, pink and turquoise blue. The tweed model is available in other colour variations. A special detail - the metal chain interwoven with leather, which is held in gold, light and dark silver and merges in colour.



# Burberry

Founded in 1856 by Thomas Burberry in Basingstoke, the label is probably most associated with the iconic beige trench coat. It was not a fashion piece at first, however, but was tailored as a trench coat for the soldiers of the First World War. This consisted of a wind and weatherproof and at the same time breathable material. Fortunately, travellers also enjoyed it after the end of the World War and appreciated the beige, black, red and white checked pattern in the lining. Burberry experienced a renaissance in the late 1990s, when creative director Roberto Menichetti turned the famous checkered lining fabric inside out. Another well-known accessory is probably the Burberry scarf in the familiar check pattern. Since 2018, the Italian Riccardo Tisci has been chief designer of the house and gave the Burberry logo a modern, simple look.

**BURBERRY**

since 2018  
designed by creative director Riccardo Tisci



until 2018



until 1999



High-class trenchcoats like me  
can be found on online market-  
places for second-hand clothes  
- some of them are Rebelle, Ves-  
tiaire Collective or Vite En Vogue.



**BURBERRY**

**BURBERRY**



**BURBERRY**

**BURBERRY**

**BURBERRY**



Never go out without big glasses - Gucci



# Gucci

**F**loral prints, large glasses and an extravagant style with a 70s touch: what other brand could it be if not the Italian brand Gucci? Guccio Gucci's label, founded in Florence in 1921 and based in Milan, was originally a workshop for luggage and leather goods before expanding within Italy. In 1947, the company designed the well-known Bamboo Bag, a handbag with a bamboo handle, which is still a bestseller nowadays. When Guccio Gucci died in 1953, the brand became world famous. The label's logo was invented in the 1960s and a decade later the brand launched its first fashion collection. Unfortunately, the Gucci family quarreled so much that half of the company had to be sold to a corporation in Bahrain. Ultimately, the entire company was passed on and the American Dawn Mello became the head designer. When Tom Ford finally replaced Dawn Mello in the 90s, Gucci enjoyed a new boom and received international recognition. It became one of

the most expensive and renowned labels. The current creative director is Alessandro Michele, who has been with Gucci since 2015. Not only the current collections are striking, but also the advertisements, which are humorous and trashy, hitting the ravages of time. By the way, one ad even features a model with gaps and crooked teeth, and during the autumn/winter fashion week 2018-2019 the models wore replicas of their own heads on their hands. Yes, fashion can also be taken with humour!



# Dior



**D** Christian Dior was passionate about art, which is why he opened an art gallery in Paris in 1928 with a friend after graduating from high school and training as a diplomat. However, this came to an abrupt end as a result of the world economic crisis. From then on, Monsieur Dior made hat sketches for

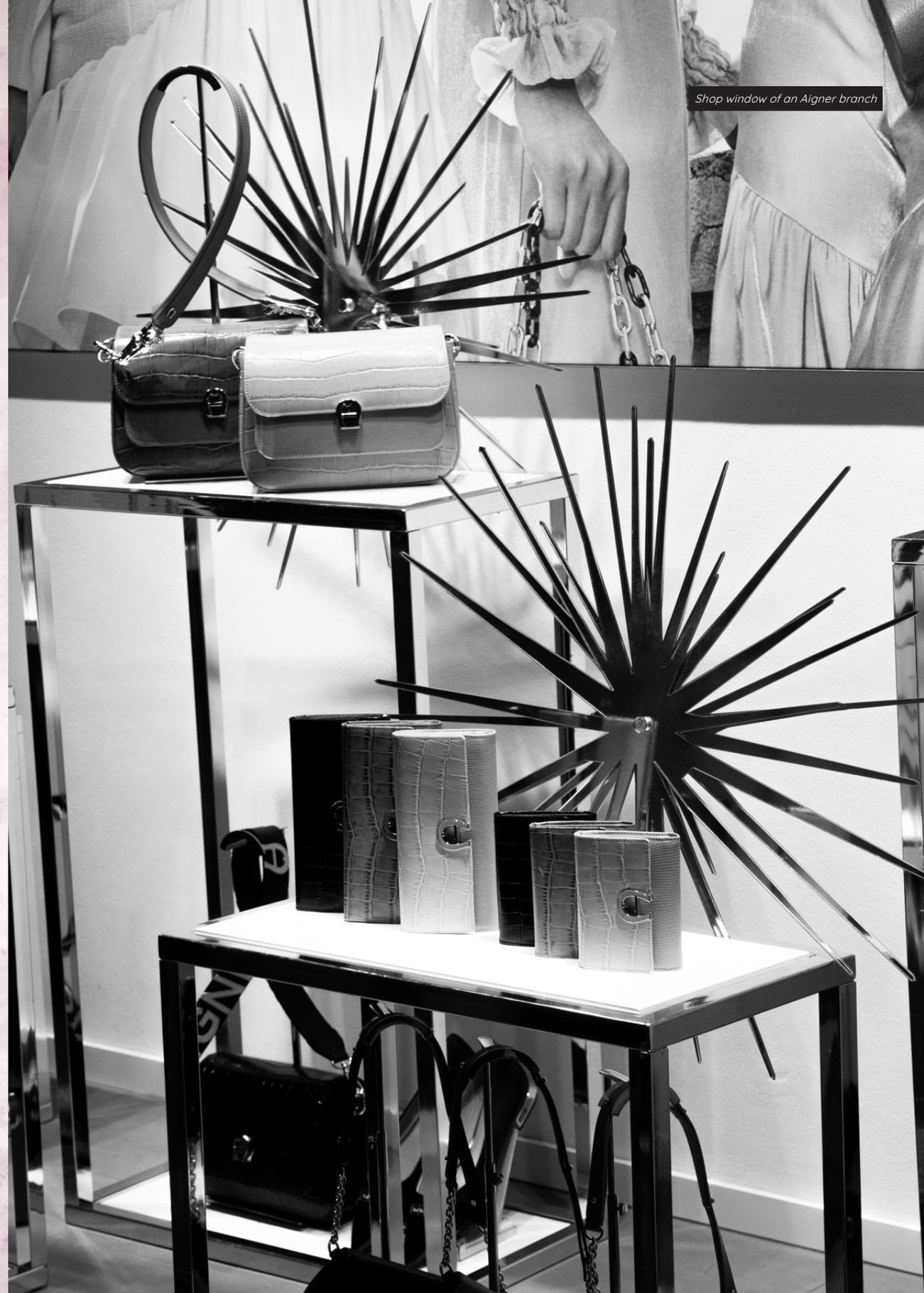
the magazine „Le Figaro Illustré“ and the milliner Agnès to make ends meet. It seemed that he had found his true vocation there, as the sketches were the basis for his first fashion creations. Finally he became a designer for Robert Piquet and later for Lelong. Due to the outbreak of war he was forced to flee and Dior lived in the south of France until 1945. In 1946 he founded his label of the same name with the industrialist Marcel Bous-sac. His first collection, including tight-waisted, wide skirts and short jackets, attracted a lot of attention. Thus he was the leading couturier of the fifties with the „New Look“. He launched his first fragrance „Miss Dior“ in the same year. Dior died after only ten years as a designer and a young Yves Saint Laurent continued the fashion house’s journey. A later chief designer for Dior was Hedi Slimane, also known as a black and white photographer, who took over the men’s collection „Dior Homme“ in 2001. This collection was characterised by narrow cuts and monochrome looks. Karl



Lagerfeld was friends with Hedi Slimane and admitted in an interview that he had lost 42 kilos within 12 months through a radical diet in order to fit into Dior Homme's narrow-cut suits. John Galliano was in charge of the women's collection from 1996-2011, but was temporarily suspended by Dior for being drunk and insulting several guests in a Parisian restaurant. Since 2016, the Italian Maria Grazia Chiuri has been the brand's first female chief designer. She brings to fashion what was actually long overdue: she celebrates women's rights, a topic that has not only been of immense importance since the "Me too" movement. Among other garments, she created T-shirts that read „We Should All Be Feminists“ and and a jumper that uses “C'est Non Non Non et Non” to draw attention to women who have a strong opinion. Merci beaucoup, Chiuri!



Vintage Dior ear clips



Shop window of an Aigner branch



# Aigner

Etienne Aigner grew up in Budapest as the second of three children of a lawyer. During an apprenticeship as a bookbinder he discovered his love for leather and learned how to work it. In the 1930s he began to design bags and belts in Paris. After the Second World War, Etienne Aigner had his first successes at the Paris shows as a bag designer for renowned haute couture houses, including Dior, Hermès and Lanvin. After moving to New York in 1949, he presented his own collection there and opened a showroom in Manhattan. For the first time, his creations had the famous monogram, the Aiger „A“ in the shape of a horse-shoe. Soon, however, he returned from New York to Europe and Etienne Aigner sold his brand, including the logo and all rights as a license to the Munich businessman Heiner Rankl, who founded Etienne Aigner GmbH Munich. From then on, the label achieved cult status in the 60s and 70s, which continues to this day.



# Bally

The Swiss Carl Franz Bally and his brother Fritz Bally founded the company in the canton of Solothurn, which first produced women's and men's shoes and later also accessories. The factory was taken over by the father and sold rubber bands and braces. Fritz left the company in 1854, whereupon it was renamed „C.F. Bally Co. It opened branches in Bern, Zurich and Basel. From 1870 Bally expanded with branches in Buenos Aires, Paris and Montevideo. Due to exquisite materials, the best workmanship and finest quality, Bally shoes became luxury products. From 2008 to 2018 the label was owned by the Austrian JAB Holding and since the beginning of 2018 it has been majority-owned by the Chinese textile group Shandong Ruyi.





# Coccinelle

The fashion company, founded in 1978, is a manufacturer of leather goods that mainly specialises in the production of handbags in the medium to high-priced segment. The name of the label is called ladybird in Italian, which is reflected in the logo. The range has been steadily expanded since it was founded and now also includes hats, belts, gloves, scarves, watches and purses. The bags are made of high-quality leather, which is provided with details such as chains, rivets or eyelets. Dark colours including black, grey and brown dominate the winter collection, while in summer colourful nuances are preferred for production. In addition, the bags are perfect for everyday use as they have a practical inside pockets and several zippers.





# Saint Laurent

Yves Saint Laurent grew up in Algeria, as his grandparents fled to the North African country during the Franco-Prussian War. The young Yves discovered his passion for fashion at an early age, because he was fascinated by the fashion magazines his mother read to discuss the clothes with the dressmaker. Yves was insulted by his classmates, so he surrounded himself in a world of fashion and sketches. So it happened that he won a competition for fashion drawings and moved to Paris at the age of 17. There he completed an apprenticeship as a fashion and stage designer at the fashion school „Chambre Syndicale de la Haute Couture“. Apparently with success, as only one year later he became Christian Dior’s assistant with Karl Lagerfeld in 1954 until Dior’s death. In 1958 he presented his first collection, which had a worldwide breakthrough. Saint Laurent



**SAINT LAURENT  
PARIS**

**since 2012**  
designed by creative director Hedi Slimane

**YVES SAINT LAURENT**

**until 2012**

ventured into knitted apparel with turtlenecks, leather blousons and knee-free hem lengths, which was a revolution by the standards of the time. Maybe too experimental for Dior, whereupon Saint Laurent was dismissed. Therefore he founded his own haute couture salon with his life partner Pierre Bergé. In 1966 he opened „Yves Saint Laurent Rive Gauche“, his first pret-à-porter boutique. In the same year he launched the Mondrian collection, which was strongly inspired by the painter. This collection was characterised by cuts and geometric lines and Saint Laurent created wearable art almost overnight. In addition to black, pink was his favourite colour, which could be found in various collections. This also applies to the haute couture collection of autumn/winter 1983-1984, which was dominated by pink oversized coats and a long slim dress with an extra-large bow in the same vibrant colour. After his death in 2008, Alber Elbaz, Tom Ford and Hedi Slimane, among others, were chief designers for the fashion house; the latter gave the YSL logo a modern and clean touch and renamed



the brand „Saint Laurent“ (without „Yves“ in the brand’s name). The Belgian designer Anthony Vaccarello has been the current designer since 2016.



# Louis Vuitton



Louis Vuitton began an apprenticeship as a suitcase maker and worked in this profession for 17 years. Finally, at the age of 33, he started his own business, because he wanted to offer suitcases in a new, square shape, since at that time the railway traffic came up and his suitcases could be stacked well for this purpose. The special feature of these suitcases was also that they were particularly lightweight and airtight. They were not only popular in France, but also in London, so he opened another shop there. In 1888, Louis Vuitton created the famous Damier pattern, which is still a trademark of the label. After his death, his son George took over the traditional house and designed the famous LV logo in 1896, which was inspired by Art Nouveau and protected the suitcases from forgery. The company expanded and also made travel bags. One of them was the „Noé“, a sack-like bag with drawstrings, that was originally made to transport exactly five bottles of champagne. Another model from this period is the „Speedy“. Soon after, the Brand also launched wallets. Henri Racamier, a married relative of the Vuittons, helped the brand become a luxury brand. He expanded to Asia and built further production facilities.





LOUIS VUITTON







# Diane von Furstenberg

**D**iane grew up as the child of a Russian father and a Greek mother in Belgium, more precisely in the capital Brussels. In Paris she married the Austrian-Italian Prince Eduard Egon von Fürstenberg, whom she met while studying economics in Geneva. First she worked for the Italian textile manufacturer Angelo Ferreti, before she founded her own label, adapting the company name to the American one and adding no diaeresis („ü“). Her collection was highly acclaimed in New York. In the mid 1970s she opened a cosmetics company and in 1975 Furstenberg launched the fragrance „Tatiana“, named after her daughter. Her well-known “wrap dress”, which is still produced in various designs, also dates from this time. Shortly afterwards she published „Diane von Furstenberg’s Book of Beauty“ and

launched a cosmetics shop. She also conquered the interior sector with various items. In 1985 Diane von Furstenberg moved from New York to Paris, where she founded a publishing house. But already in 1990 she returned to New York, where she released several other books, including her memoirs, entitled „Diane: A Signature Life“, which were published in 1998. Since 2000 she has been selling her collection, including dresses, sportswear, accessories and cosmetics worldwide. A year later, the businesswoman established her first flagship store in New York.

Dress from Diane von Furstenberg

DIANE VON FURSTENBERG  
100% silk



# Longchamp

The leather goods company founded in Paris in 1948 by Jean Cassegrain produced the world's first pipes with luxurious leather sleeves before expanding the business to include passport cases, wallets and the like. The first ladies' handbag was launched in 1971 and Longchamp became one of the leading manufacturers of leather goods. Probably the most famous bag of the label is the „Le Pliage“, which means „foldable“ in English and was produced from 1993. Meant to be practical and stylish at the same time, this bag definitely succeeded. To keep it as light as possible, the Pliage consists of handles made of leather and a nylon canvas bag body. Lovers of this model are Kate Middleton, Katie Holmes and Alexa Chung. To maintain the bag's innovation, Longchamp worked with artists such as Mary Katrantzou, Jeremy Scott and Sarah Morris, who always used different designs. In addition to handbags and luggage, Longchamp also produced a prêt-à-porter line and a shoe collection. Since 2010, Kate Moss has also been creating bags as part of her „Kate Moss for Longchamp“ collection. In the spring of 2012, the company introduced a new variant of the pliage made entirely of leather, which appears very refined.



The bag „Le Pliage“



# Celine

The French brand was founded in 1945 by Céline Vipiana and her husband Richard in Paris and is known for its clear and feminine cuts. At first, the company produced robust children's shoes, until over ten years later it expanded its range to include women's shoes. Celine also offered perfumes and handbags in the 60s, as well as gloves and belts. From 1969 onwards, women's fashion entered the market. The Dior owner Bernard Arnault bought the label in 1987 and the Vipiana family was excluded from the company. Celine has been part of the LVMH group since the 90s. In 1997 Michael Kors became chief designer of the fashion house and the brand reached a peak as the bags became absolute it-pieces. It was only the British Phoebe Philo who helped the brand to a new shine when she became the new chief designer after two less successful designers. She previously worked for Chloé and made the company attractive again by introducing a fresh concept. Since 2018, Hedi Slimane, who formerly worked for Dior Homme and (Yves) Saint Laurent, is leading the label. He deleted the acute from the name and turned „Céline“ into „Celine“.





*Creative director Hedi Slimane*



# MCM



The name of the brand stands for „Modern Creation Munich“, but originally it was composed of the initials and the residence of the founder: Michael Cromer Munich. Michael Cromer founded the company in 1976, when his wife actually designed the logo for her hair salon, where many celebrities came and went. In 1975, Mr and Mrs Cromer created a series of white cosmetic bags displaying the MCM logo for salon customers. Shortly afterwards, Michael Cromer noticed during a trip to Italy that guests of a luxury hotel were given preferential treatment by the staff who carried noble Louis Vuitton luggage. Therefore, in cooperation with a Bavarian suitcase manufacturer, he had a prototype suitcase made in black from plasticised linen including a white MCM logo. However, this did not meet his expectations, so he decided to offer suitcases, bags and accessories in cognac. He first exhibited the products in his wife’s hairdressing salon and sold them there. Michael Cromer soon became famous with his company and Diana Ross even used his cases on tour. In the 1990s MCM claimed more than 250 stores worldwide and Cindy Crawford posed in advertising campaigns for the label. But shortly afterwards Michael Cromer got into financial trouble and was investi-

gated for alleged tax evasion. Thus the founder lost the good reputation with his brand. However, rescue came from South Korea, one of the few places where MCM was still popular, and the Sungjoo Group took over in 2005. Ultimately, the company experienced another boom and opened new stores in New York, Paris, London, Toronto, Tokyo and China. In 2011 MCM presented its largest store to date in Hong Kong.







# Prada

**M**ario Prada and his brother Martino Prada founded the company „Fratelli Prada“ in 1913, in English „Prada Brothers“, which first sold selected leather goods such as handbags, suitcases and gloves. It was appointed royal purveyor to the court in 1919, which is still reflected in the extended logo, which shows the Savoy coat of arms and four eight-knots. It was until 1978 that the label became world famous due to the granddaughter Miuccia Prada, who now operated as the chief designer. She designed a new, modern look for the brand, which once represented traditional and old-fashioned values. Miuccia also designed a handbag made of parachute nylon, a material that was previously completely unknown in the fashion industry and immediately became a best-seller. But she also received recognition for her „bad taste“ look, a special feature of her collections. Despite all this, the brand continues to make its biggest sales with leather goods such as shoes and handbags. Since 1993, the company has been producing a second line for a younger audience, which is called Miu Miu. The fashion is rather unconventional as well as modern and since 2007 it is only produced for women.



PRADA  
MILANO

PRADA

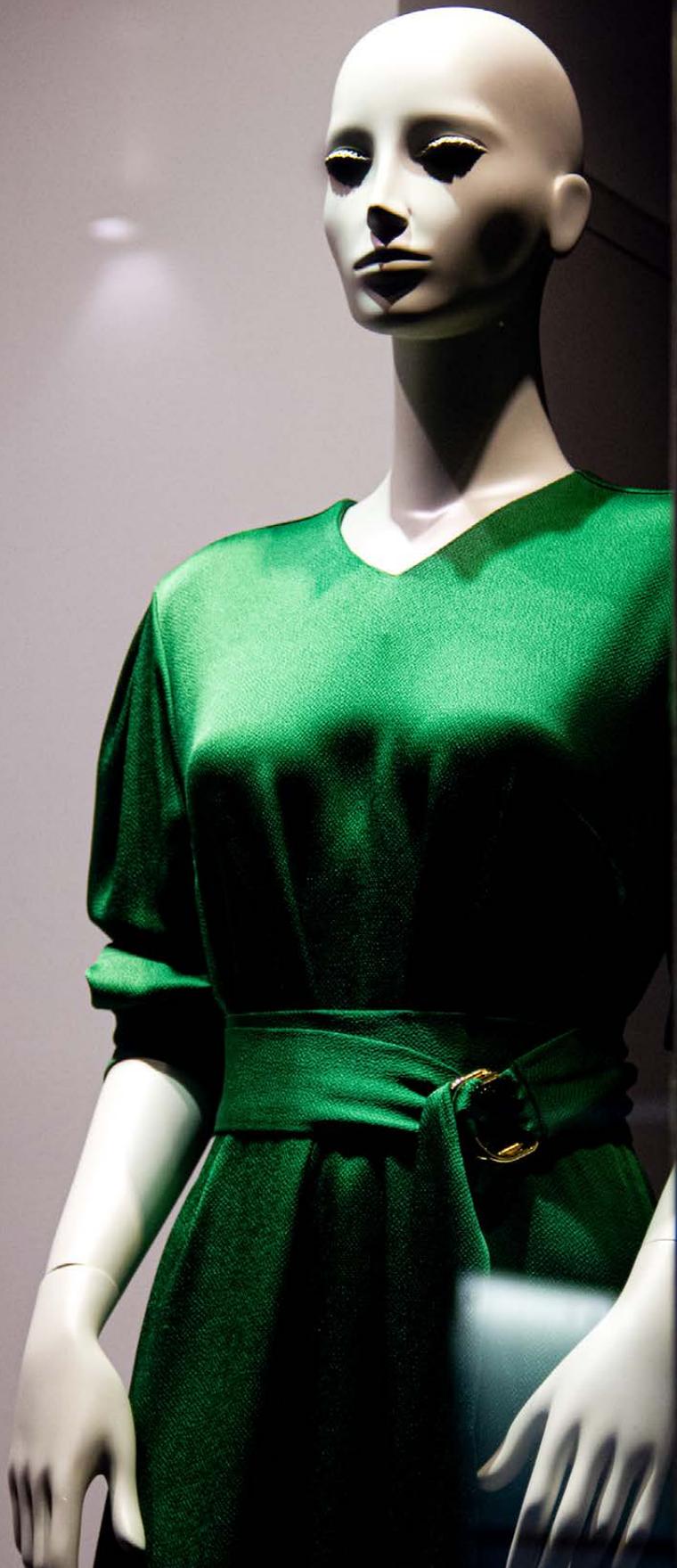
PRADA  
Milano

PRADA  
Milano

# Escada

Why understatement? No way! Escada, which was founded in 1976 by Margaretha Ley and her husband in near Munich, is known for its colourful clothes and accessories. The traditional German house presented its first women's collection in 1978 and was considered the second largest European fashion manufacturer in the 1980s, even before Hugo Boss, and the largest women's company in the world in the early 1990s, because the brand achieved immense success with its daring colour combinations. Therefore, Escada introduced two second lines and expanded on the American market. After Margaretha Ley's death, her husband continued to run the business, which was named after an Irish racehorse. In addition to clothing, the selection also included accessories, handbags and shoes. However, the rapid growth overloaded the label, which was forced to give up its second lines and close various branches. The new chief designer in the mid-1990s was Brian Rennie, who launched the new Escada Sport line. In order to accommodate animal rights activists, real fur was completely removed from the range and not only because of this, the brand was able to score again - Escada looks more stylish than ever. Nowadays, the focus is not only on Germany, but also on China and the United States of America. Since September 2019, the British designer Emma Cook is the new chief designer of the house, replacing Niall Sloan. Before that, she worked as a consultant for Stella McCartney and Victoria Beckham.

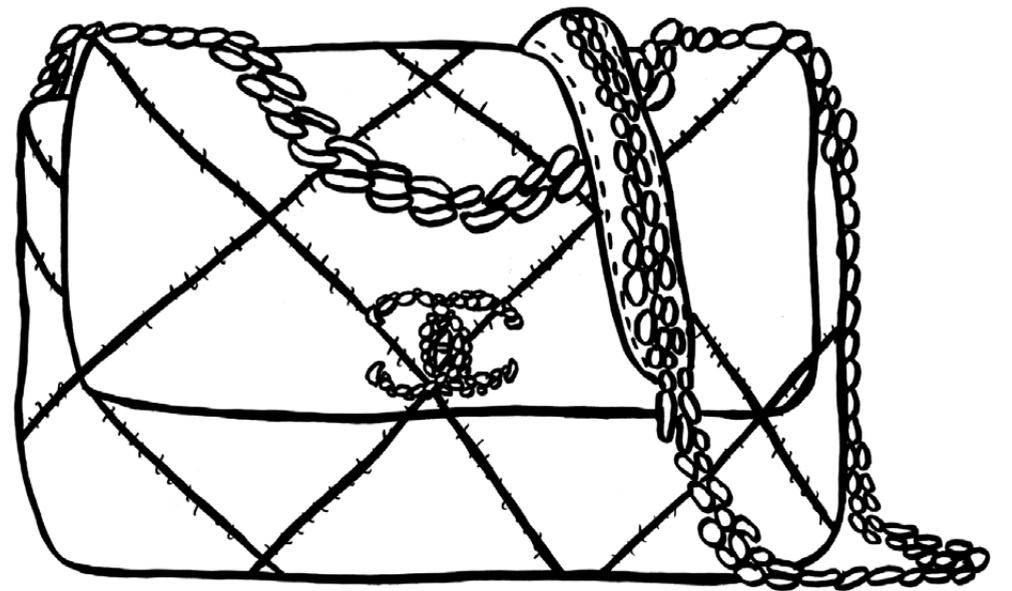


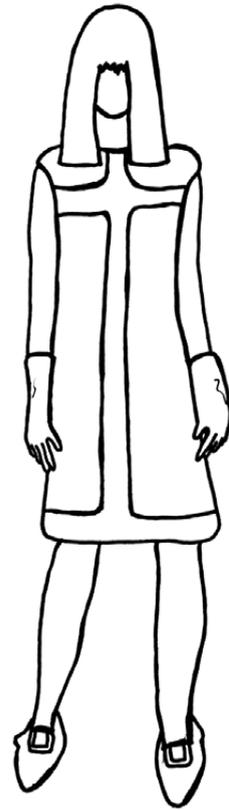


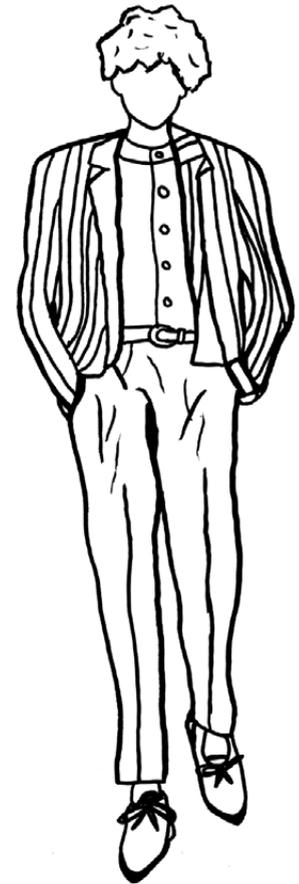


# Surprise!

Bring us back to life and paint us!









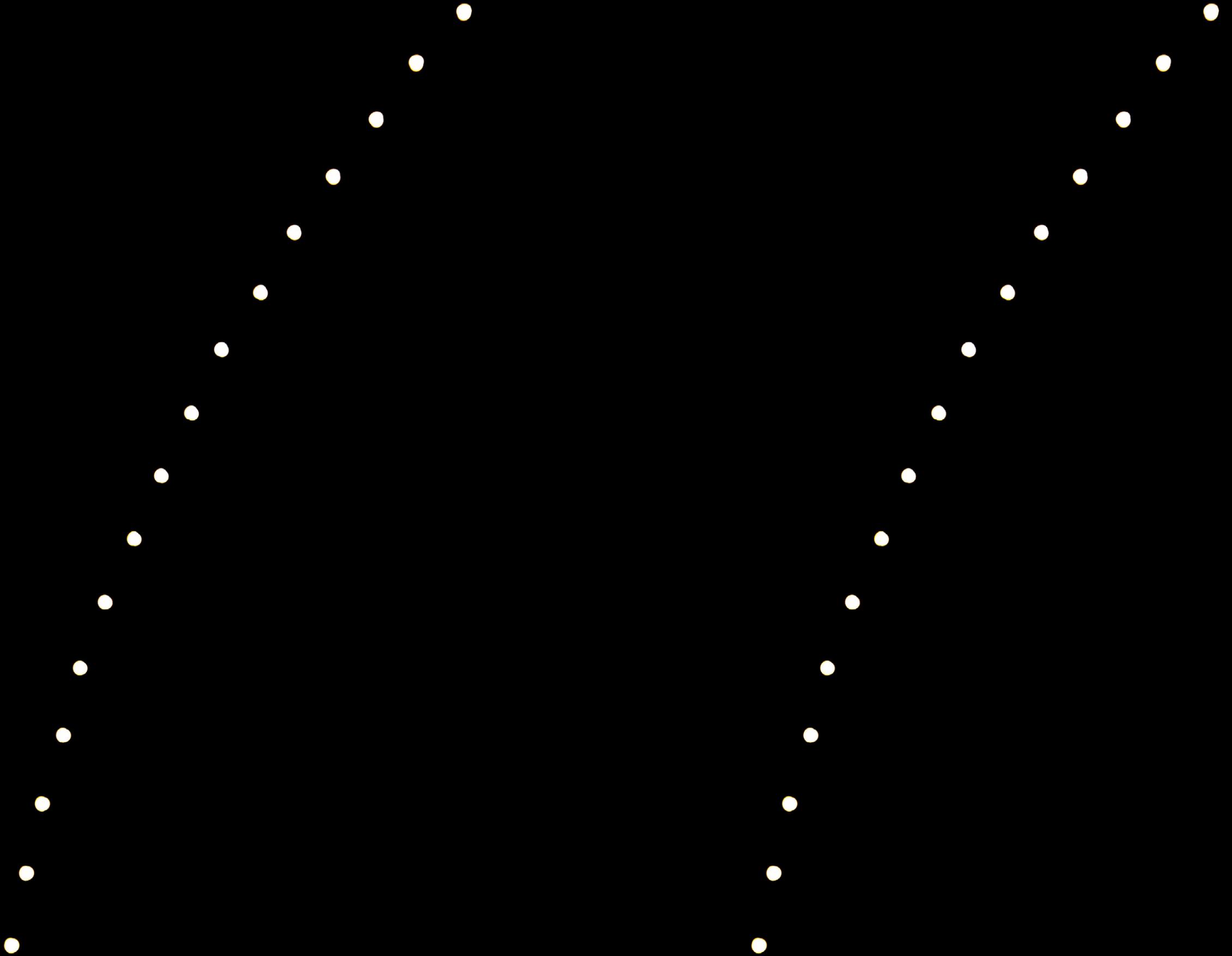
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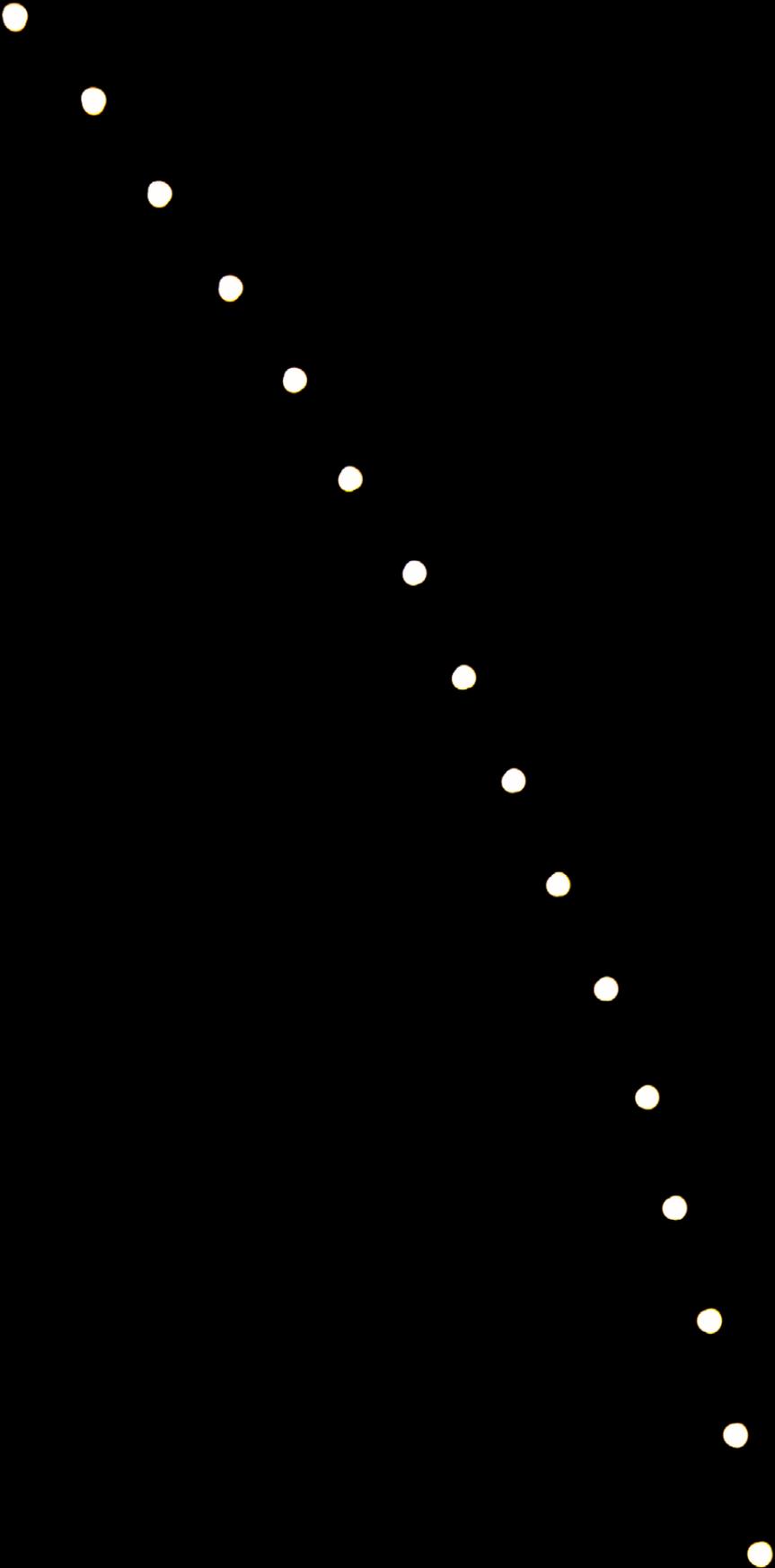
Articles, photography, illustrations, graphics and layout  
by Vanessa Chuba.

Printed in Germany.

Back then, equipped with various felt-tip pens and A3 sheets, Vanessa Chuba dreamed of publishing books and magazines even as a child. She always loved to express herself in written form and to draw a lot of different things. In her youth, she also discovered a passion for photography and first shot whatever came in front of her lens. Finally, it was time to unite all of her hobbies coupled with fashion, because it always meant a lot to her. The result is her first book „An Ode to Fashion“, for which she wrote articles, created illustrations and took pictures by night.







What would a world be without fashion? Probably a bleak one without great aesthetics. Fortunately, fashion designers like Coco Chanel or Yves Saint Laurent were ahead of their time and created clothes that celebrated great success. In this book, Vanessa Chuba introduces her favourite brands and pays homage to their classics including many illustrations and photographs that she has taken at night. It's truly an ode to fashion!

