Fashion Capitals and Designers

of the WORLD

Fashion Capital

- A fashion capital is a location which is known for a high fashion influence and in which fashion is important.

- It shapes the fashion world via top model agencies and—more importantly—influential fashion designers.

Paris, France, EU

- First fashion capital & considered the "mecca" of the fashion world. Home to some of the world's best designers and fashion houses.

- French fashion is chic and stylish, defined by its sophistication, cut, and smart accessories.

Paris, France, EU

- Paris designers include Coco Chanel, Yves Saint Laurent, Louis Vuitton, Pierre Cardin, Guy Laroche, John Paul Gaultier, Givenchy, and Christian Dior.
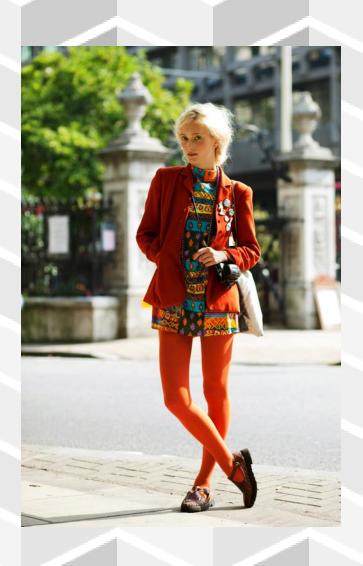
Milan, Italy, EU

- Italian fashion features casual elegance and luxurious fabrics.

- Well known Italian fashion houses/designers include: Salvatore Ferragamo, Gucci, Dolce & Gabbana, Emilio Pucci, Versace, Giorgio Armani, and Prada.

Tokyo, Japan

- The Japanese look is loose and unstructured (often resulting from complicated cutting), using fine and richly textured fabrics, and colors tend to be somber and subtle.

- Famous Japanese designers are Yohji Yamamoto, Kenzo, Issey Miyake, and Rei Kawakubo.

London, England, EU

- British fashion houses are associated with a very traditional style. Elegant, yet conservative cuts. Fine, yet not overly extravagant materials. A sort of noble, or even "imperial" elegance.

- Modern British designers, however, tend to favor a "rebel" look, characterized by and individualistic style that can be impractical. Oriented to the youth market.

London, England, EU

- British designers include Vivienne Westwood, Betty Jackson, Paul Smith, Alexander McQueen, Stella McCartney, Matthew Williamson, Zandra Rhodes, and Christopher Kane.

New York City, Ne York, USA

- American fashion design is dominated by a clean-cut, casual style, reflecting the athletic, health-conscious lifestyles of many American city-dwellers.

- Influences on the American look have been Claire McCardell, Calvin Klein, Ralph Lauren, Donna Karan, Kenneth Cole, Marc Jacobs, Michael Kors, and Tommy Hilfiger.