

EVENTS/CAUSES

French fashion will not diverge from tradition despite industry trend

February 24, 2016



Chanel haute couture spring/summer 2016

By STAFF REPORTS

The Fédération Française de la Couture du Prêt-à-Porter des Couturiers et des Créateurs de Mode disagrees that the fashion calendar standard needs to be updated for the modern consumer.

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Today's consumer is looking for instant gratification and increasingly wants to purchase runway fashions immediately after they have been presented. As a number of U.S. and British brands have announced departures from tradition, the French fashion's governing body has expressed that its board members denounce the see-now, buy-now model.

Holding up tradition

Ahead of Paris Fashion Week, held in the French capital March 1-9, the Fédération Française has unanimously decided to maintain its traditional strategy. As it stands, those who present during Paris Fashion Week show collections a season before it is available in-stores.

In a statement given to **WWD**, Ralph Toledano, president of the Fédération Française, said, "We have a common position on this issue. What is Paris? Paris is undisputedly the fashion capital of creation. As far as we are concerned, the present system is still valid."

To determine the system's validity, the Fédération Française created a task force with members stemming from Dior, Chanel, Saint Laurent and Hermès, all of whom are iconic powerhouses of French fashion.



Chanel spring/summer 2015 runway presentation

The task force reviewed the Council of Fashion Designers of America's transformation of New York Fashion Week to include consumer events with in-season collections immediately available for purchase.

High-end British brands that have embraced this new formula include Tom Ford, Mulberry and Burberry ([see story](#)). Brands within the Fédération Française who have agreed to not alter the fashion show regiment include Dior, Chanel, Saint Laurent, Nina Ricci, Hermès, Chloé, Agnès b., Issey Miyake, Isabel Marant, Balenciaga, Lanvin, Sonia Rykiel, Leonard, Dries Van Noten, Maison Margiela, Paul Smith and Kenzo.

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