

EVENTS/CAUSES

## Tod's highlights iconic imagery in Jean-Paul Goude retrospective

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Promotional image for "So Far So Goude" exhibit

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By STAFF REPORTS

Italian fashion label Tod's is paying homage to decades of art by sponsoring an exhibition by quirky artist Jean-Paul Goude's at the Pac Padiglione d'Arte Contemporanea.

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"So Far So Goude," on from April 16, will display more than 230 of the photographer's pictures, showcasing the dreamlike, playful world that the artist creates through his portraits, illustrations and films. Tod's has previously aligned with Milan's PAC on exhibits, helping to promote art appreciation among the public.

Rule breaker

Mr. Goude is well-known for his quirky work, which often bends reality and plays with the shape of the human form. His work over 40 years has always reflected the cultural events of the day, whether capturing Andy Warhol's New York, serving as the art editor of Esquire magazine or working with Grace Jones on her image.

The artist was also behind the infamous Paper magazine spread featuring Kim Kardashian that broke the Internet.

He has captured other famous figures and has worked on a bevy of advertising campaigns and illustrations for clients such as Chanel, Galeries Lafayette, Shiseido, Prada and Azzedine Alaa.

*So Far So Goude - An Exhibition by Jean-Paul Goude*

The exhibit will be up until June 19.

Additionally, Tod's is co-producing a retrospective on British artist David Bailey in Milan to show its contemporary appeal.

From March 1 through June 2, the Pac Art Pavilion Contemporanea will host an exhibit that features five decades worth of portraits taken by Mr. Bailey, titled "Stardust." Sponsoring exhibits allows brands to align themselves with an artist's work as consumers visit ([see story](#)).