

APPAREL AND ACCESSORIES

## Schiaparelli updates iconic constellation-themed jacket for today's wearer

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*Jewelry designer Sabine Getty modeling Schiaparelli's Zodiac Jacket*

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By STAFF REPORTS

French couturier Schiaparelli has reissued the astrology-themed jacket designed by house founder Elsa Schiaparelli in 1938 with a modern silhouette.

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The original jacket was designed by Ms. Schiaparelli as part of her Astrological collection. Creative director Bertrand Guyon updated the jacket for today's consumer, but replicated the piece's signature space motifs such as the sun, moon, stars and the 12 zodiac symbols.

Look at the stars

Schiaparelli turns 90 this year, and just days ago had its official haute couture label reinstated by the French Ministry of Industry and the French Couture Federation. The house lost its title in 1954 when Ms. Schiaparelli shuttered her atelier to pen her biography, "Shocking Life."

In a statement, the brand said, "Today Schiaparelli's unique spirit of haute couture merging art, innovation, craftsmanship, quality and audacity enters a new chapter of its story."

The re-release of the Zodiac Jacket is part of that new chapter that is both respectful of the past and forward-looking.

On Instagram, Schiaparelli has shared illustrations and imagery of the jacket to tell the story behind Ms. Schiaparelli's 1938 creation.



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The first image shared is of a man gazing up at the heavens through a telescope. Schiaparelli's caption explains that Giovanni Schiaparelli, Ms. Schiaparelli's uncle, was a famous astronomer who inspired her most iconic, thematic collections.

In the next image, a close up of the Ursa Major constellation stitched onto the jacket is shown. Ms. Schiaparelli included the constellation in her design because her uncle had always told her that the beauty marks on her cheek were arranged in the same way.

A video animation has also been created that shows planets with meteor belts of gemstones, the Ursa Major constellation and the Virgo zodiac glyph, Ms. Schiaparelli's own star sign.

*The Schiaparelli Zodiac Jacket*

Mr. Guyon's version of the Zodiac Jacket has a re-proportioned cut and decidedly modern feel. The embroidery, though, has not been altered to keep the authenticity of the limited-edition jacket.

Schiaparelli's limited-release Zodiac Jacket will be sold for approximately \$16,000.

Similarly, French couture house Christian Dior positioned one of its footwear designs as a new classic through digital content that blended heritage with modernity.

Inspired by the shape of a Dior pump released in 1959, the Dioressence stiletto also reflects more recent inspirations of the label, a blend of old and new that is explored through film, illustration and photography on Dior's social channels and its content site DiorMag. As the single-sole stiletto is a classic produced by many labels, Dior's use of content helps to separate its own product from that of other brands ([see story](#)).