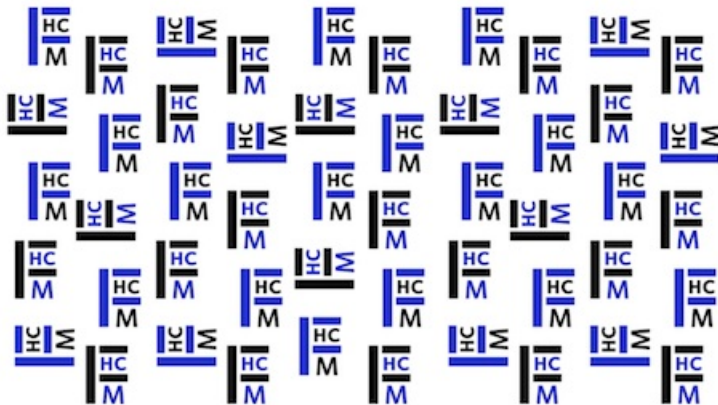


APPAREL AND ACCESSORIES

French Fashion Fdration updates name, logo for 21st century

June 30, 2017



Fdration de la Haute Couture et de la Mode's new logo. Image credit: Fdration de la Haute Couture et de la Mode

By STAFF REPORTS

The French Fashion Fdration has shortened its name for clarity and to reflect its openness to fashion's new frontiers.

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Previously known as La Fdration Franaise de la Couture, du Prt-Porter des Couturiers et des Crateurs de Mode, the Fdration will now go by a much shorter, and simpler to pronounce for non-French speakers, name: Fdration de la Haute Couture et de la Mode. The Fdration scaled down its name to adapt to the 21st century, focusing on the importance of haute couture and true fashion creation.

The name game

The name change was announced June 29, and describes, in clearer terms, the Fdration's international influence on fashion, the paramount nature of haute couture and its willingness to embrace industry changes.

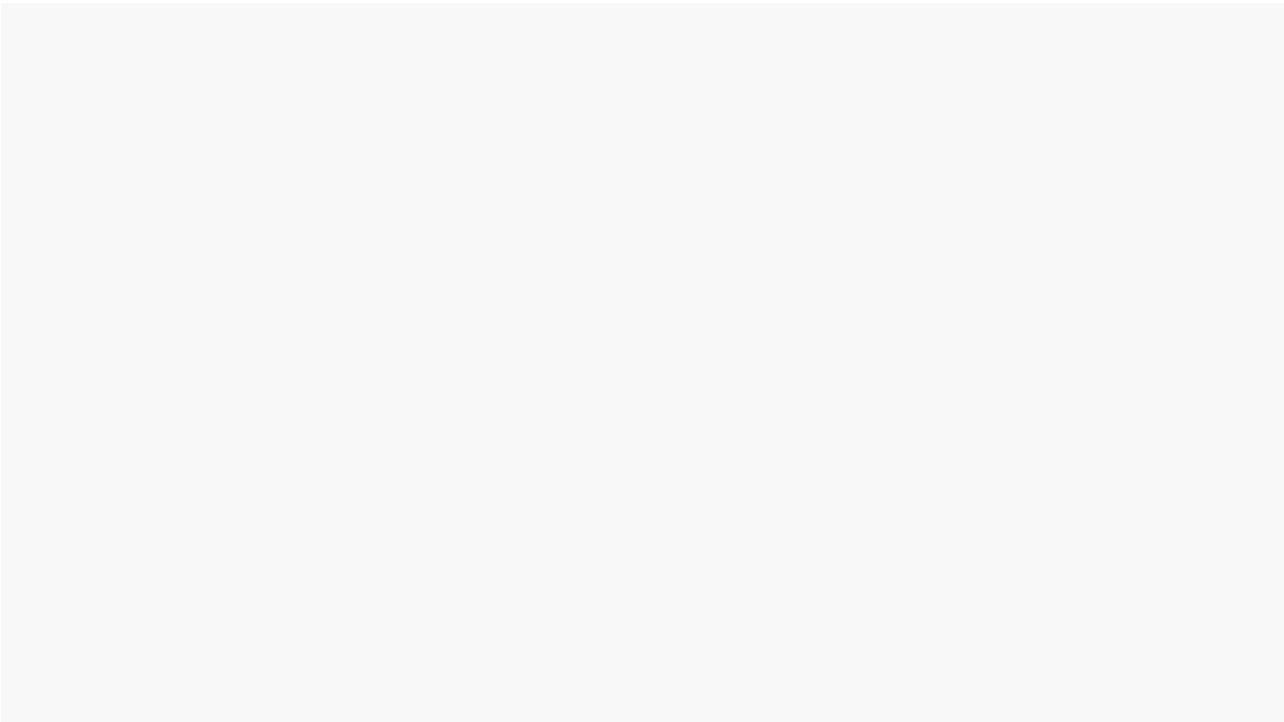
A new logo has also been designed to reflect the Fdration's contemporary perspective. The Fdration de la Haute Couture et de la Mode will also not be translated or abbreviated.

Founded in 1868, today the Fdration counts more than one hundred members. Those with Fdration membership include the most "emblematic brands on the world stage."

The Fdration is made up of three central bodies, or Chambres Syndicales: haute couture, couturiers' and fashion designers' ready-to-wear and men's fashion.

Established to bring together fashion brands and foster creation and international develop, the Fdration, overall, promotes French fashion culture. The Fdration has been instrumental in haute couture and works to combine traditional know-how and contemporary technology at all times.

Also, the Fdration supports Paris' position as the fashion capital of the world.



#FHCM animation by #studiophilippeapeleig.

A post shared by Paris Fashion Week (@parisfashionweek) on Jun 29, 2017 at 10:05am PDT

The Fdration de la Haute Couture et de la Mode's 21st century adaptations, though, do not extend to see-now, buy-now fashions.

Last February, the Fdration unanimously decided to maintain its traditional strategy and forego the see-now, buy-now trend. 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 at the time, Ralph Toledano, president of the Fdration Franaise, 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 Fdration created a task force with members stemming from Dior, Chanel, Saint Laurent and Herms, all of whom are iconic powerhouses of French fashion ([see story](#)).

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