

APPAREL AND ACCESSORIES

Iconoclast designer Pierre Cardin dies at 98

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Pierre Cardin prided himself on his iconoclastic nature. Image credit: Pierre Cardin

By LUXURY DAILY NEWS SERVICE

Fashion designer Pierre Cardin has died at the age of 98, according to a statement put out by France's Academy of Fine Arts on Twitter.

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Mr. Cardin's death was met with an outpouring of emotion from the fashion community, which was devastated by the loss of the boundary-pushing designer. With a reputation for avant-garde style and his adherence to geometric shapes and futurist designs, Mr. Cardin emerged as one of the most pivotal designers in the world after setting up his eponymous fashion house in 1950.

"The Perpetual Secretary, Laurent Petitgirard and the members of the Academy of Fine Arts are very sad to announce the death of their colleague Pierre Cardin," said the Academy of Fine Arts in a Twitter statement. "He was elected on February 12, 1992 to the chair of Pierre Dux (Free Members Section)."

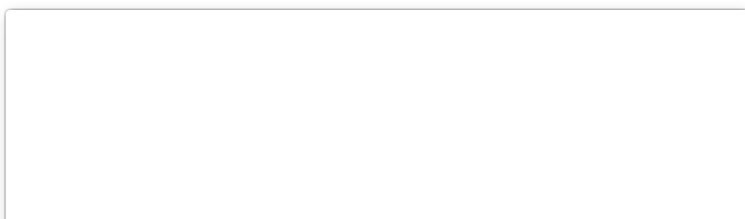
Popular man of his day

One of the most popular designers of his day, his outfits were worn by Elizabeth Taylor, Jackie Kennedy, Charlotte Rampling, Lauren Bacall as well as the Rolling Stones and the Beatles, per media reports.

Priding himself on being an iconoclast, Mr. Cardin once said he "always worked in [his] own style, which is different from all others."

"It was always my intention to be different, because that is the only way to last," he said.

Born near Treviso in Italy, Mr. Carin's parents left Italy for France to escape fascism in the early 1920s. Fascinated by dressmaking since his childhood, Mr. Cardin established his own fashion house in 1950 after stints at Paquin and Christian Dior.



[View this post on Instagram](#)

A post shared by Pierre Cardin (@pierrecardinofficiel)

Tribute from Pierre Cardin's eponymous label

By 1954, Mr. Cardin's trademark bubble dresses which enveloped women in a bubble from waist to hemline had become a global hit and he was able to set up his first boutique in Paris.

In 1959, Mr. Cardin presented his first ready-to-wear collection for women at the Printemps department store in Paris and a year later, he launched his first men's collection called Cylinder, which was presented by 250 French students.

Other milestones in his career included gathering triplets in Paris to showcase his children's collection in the 1960s and traveling to Japan to give lessons in fashion design at the Bunka Fukosa Design college.



Mr. Cardin wearing Buzz Aldrin's spacesuit. Image credit: Pierre Cardin

Interested in space exploration, Mr. Cardin also paid a visit to NASA in 1971 and became the first civilian to get the chance to wear Buzz Aldrin's spacesuit that was worn on the moon. The moment inspired Mr. Cardin to launch a NASA design and create space-age collections.

Mr. Cardin's death comes months after the loss of Kenzo Takada, the French-Japanese designer at age 81 who also founded an eponymous luxury label.

Mr. Takada died on Oct. 4 in Paris due to COVID-19 complications, according to reports. His death came in the middle of Paris Fashion Week, and less than a year after the designer had launched a new high-end lifestyle brand ([see story](#)).