

EDUCATION

SCAD presents first US exhibition dedicated to Jeanne Lanvin

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"Jeanne Lanvin: Haute Couture Heritage" runs through Aug. 31. Image courtesy of SCAD

By LUXURY DAILY NEWS SERVICE

French fashion pioneer Jeanne Lanvin is the subject of new exhibition.

Running through Aug. 31 at SCAD FASH, Savannah College of Art and Design's (SCAD) Museum of Fashion + Film in Atlanta, "Jeanne Lanvin: Haute Couture Heritage" stands as the first exhibition in the United States dedicated solely to the work of Ms. Lanvin, founder of France's oldest couture house. Curated by Gal Mamine, head of collections at the Fondation Azzedine Alaa art museum, the show features more than 60 garments that represent the designer's career from the late 1890s through the 1940s.

"SCAD FASH cuts an immaculate silhouette with couturiere Jeanne Lanvin's first stateside show, offering a transcendent opportunity for students and guests to experience Madame Lanvin's unerring eye for elegance up close and deeply personal," said Paula Wallace, SCAD president and founder, in a statement.

"With the iconic robe de style and her innovative Art Decoinspired patterns, Lanvin embodies the rare grace of a bygone era," Ms. Wallace said. "Once again, SCAD FASH proves the perfect venue to host the remarkable oeuvre of history's finest fashion luminaries."

An ode to couture

Ms. Mamine curated "Jeanne Lanvin: Haute Couture Heritage" in collaboration with Lanvin Heritage, Miami's Parodi Costume Collection museum and Rafael Gomes, creative director at SCAD FASH.

The exhibition includes rare Lanvin pieces preserved by Tunisian couturier Azzedine Alaa personally, now presented alongside archival photographs and illustrations. Displays trace Ms. Lanvin's impact as the founder of the oldest woman-established couture house still operating in France.

Inducted into the Chambre Syndicale de la Couture in 1909, the designer is credited with innovations in embroidery, appliqu and children's fashion. Her signature "Lanvin blue" shade serves as a guiding motif throughout the exhibition.

"It was truly moving to discover these extraordinary pieces, among the finest of Jeanne Lanvin's creations, carefully collected by Azzedine Alaa," said Laure Harivel, head of heritage at Lanvin, in a statement.



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"The two designers shared a deep passion for collecting fabrics, fashion magazines, and works of historical costumes," Ms. Harivel said. "This retrospective dedicated to Jeanne Lanvin, made possible by SCAD FASH and the Fondation Azzedine Alaïa, offers a vibrant tribute to her modern vision and creative journey, which embraced millinery, children's fashion, interior design, sportswear, perfumes, and menswear, all while timeless elegance.

"We are thrilled to share her story with an international audience, as her work continues to inspire to this day."

A replica atelier installed within the SCAD FASH film salon offers visitors an inside look at the vintage reference points backing the brand's 2025 collections. The show also explores the house's revival under current creative director Peter Copping through a SCAD-produced documentary short, *House of Lanvin*.

"Jeanne Lanvin was the epitome of the modern woman," said Rafael Gomes, creative director of SCAD FASH, in a statement.

"Ahead of her time in business and design, she had the ability to fold her worldly experiences into her elegant collections, transcending the everyday," Mr. Gomes said. "SCAD FASH is proud to host this exceptional, premier exhibition in the U.S. honoring her legacy of creative brilliance with our students and museum visitors."

This marks the latest in a series of high-profile exhibitions from SCAD ([see story](#)).