# History of French Fashion in Paris

For many, French fashion is the epitome of style. There are countless books, magazines, and articles out there that idealize the fashion in France, and many wish to emulate the seemingly effortless French look. French style may seem effortless from the outside, but believe me, a lot of work goes into looking so chic!

Dior, Chanel, Yves Saint Laurent... are famous French fashion designers who have established the reputation of French fashion all over the world.

Louis Vuitton, Chanel, Dior… the list goes on forever. These are just a few of the designers who have helped establish France's reputation as a world leader in all things fashion. Stylistically and technically innovative, the French fashion industry dates back to the 17th century and, despite occasional upheavals, its reputation endures.
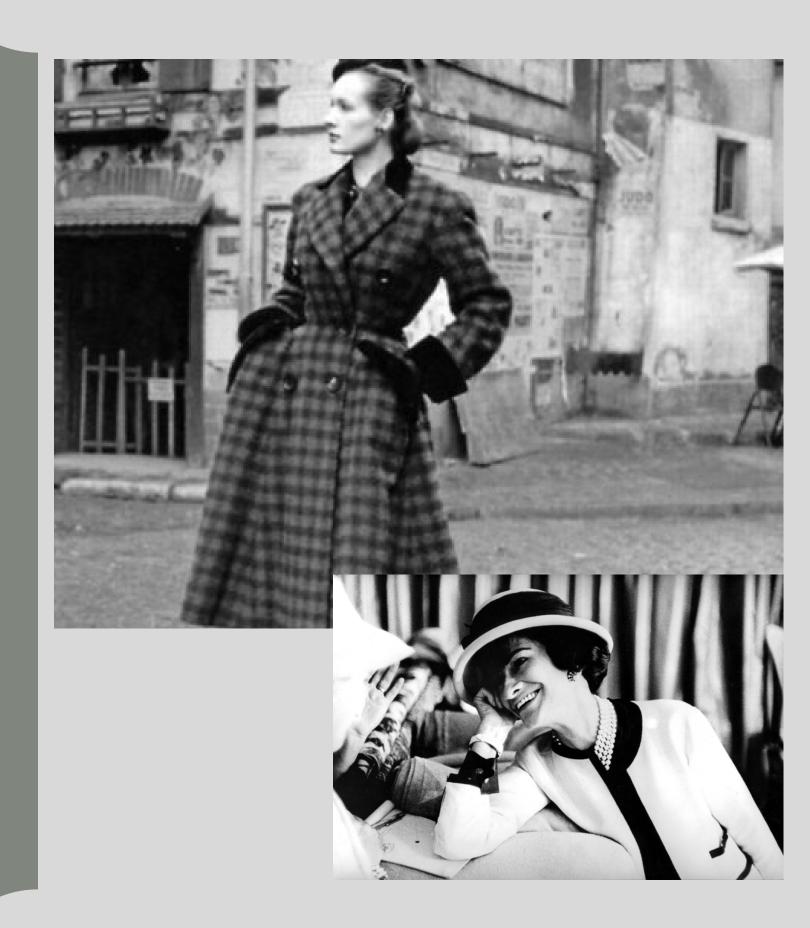
It is fair to say that the French owe their chic style to Louis XIV, the 'Sun King', who reigned from 1643-1715. Louis had decidedly lavish taste, a clear example being the opulent Palace of Versailles. The monarch was renowned for his exquisite attire, and introduced the textile trade to France. He placed it under the control of the royal court, and soon it became the international authority on style. For centuries, France would be the place to go to find the highest-quality materials.



KING LOUIS XIV



Palace of Versailles

In the 19th century, France reaffirmed its love of fashion with the development of haute couture – fitting clothing to a particular client – and the opening of the great courtier houses.

The most famous of the fashion houses established in Paris in the early 20th century was that of Coco Chanel. The Saumur-born designer shunned uncomfortable garments such as the corset – which forced a woman'd upper body to match a particular shape. Chanel instead introduced looser, free-flowing designs

Thanks for attention!