



Pierre Cardin Brand Profile

October 2011

The Story:



Mr Pierre Cardin

Pierre Cardin, born **Pietro Cardin**, is an [Italian](#)-born French fashion designer who was born on 7 July 1922, at [San Biagio di Callalta](#) near [Treviso](#).

Cardin was known for his [avant-garde](#) style and his [Space Age](#) designs. He prefers [geometric](#) shapes and motifs, often ignoring

the female form. He advanced into [unisex](#) fashions, sometimes experimental, and not always practical. He introduced the "bubble dress" in 1954.

Pierre Cardin was also designated [UNESCO Goodwill Ambassador](#) in 1991.

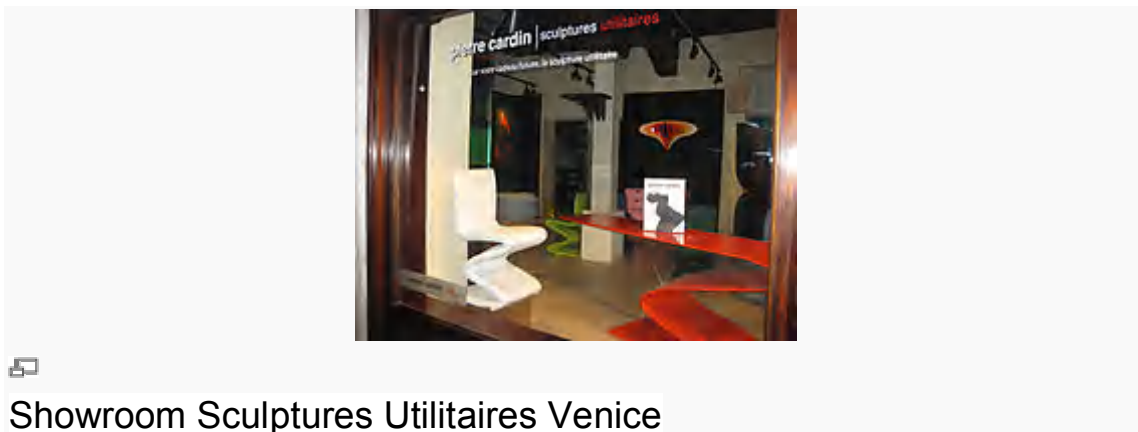
On 16 October 2009, Pierre Cardin was nominated [Goodwill Ambassador](#) of the [Food and Agriculture Organization](#) of the United Nations (FAO).

Cardin moved to Paris in 1945. There, he studied architecture and worked with [Jeanne Paquin](#) after the [war](#). He worked with [Elsa Schiaparelli](#) until he became head of [Christian Dior's](#) *tailleure atelier* in 1947, but was denied work at [Balenciaga](#).

Cardin founded his own house in 1950. His career was launched when he designed about 30 of the costumes for "the party of the century", a [masquerade ball](#) at [Palazzo Labia](#) in Venice on 3 September 1951, hosted by the palazzo's owner, [Carlos de Beistegui](#). He began with [haute couture](#) in 1953.

Cardin was the first couturier to turn to Japan as a [high fashion](#) market when he travelled there in 1959.

In 1959, he was expelled from the *Chambre Syndicale* for launching a [ready-to-wear](#) collection for the [Printemps](#) department store as the first [couturier](#) in Paris, but was soon reinstated.



Cardin resigned from the *Chambre Syndicale* in 1966 and began showing his collections in his own venue, the "Espace Cardin"

(opened 1971) in Paris, formerly the "Théâtre des Ambassadeurs", near the [Embassy of the United States in Paris](#). The Espace Cardin is also used to promote new artistic talents, like theater ensembles, musicians and others. He was also contacted by [Pakistan International Airlines](#) to design uniforms for the flag carrier. The uniforms were introduced in 1966 to 1971 and became an instant hit

In 1971, Cardin redesigned the [Barong Tagalog](#), a national costume of [the Philippines](#) by opening the front, removing the cuffs that needed [cufflinks](#), flaring the sleeves, and minimizing the embroidery. It was also tapered to the body, in contrast with the traditional loose-fitting design; it also had a thicker collar with sharp and pointed cuffs. A [straight jacket](#) design was favored by [President Ferdinand Marcos](#).

Cardin was a member of the [Chambre Syndicale de la Haute Couture et du Prêt-à-Porter](#) from 1953 to 1993. Like many other designers today, Cardin decided in 1994 to show his collection only to a small circle of selected clients and journalists. After a break of 15 years, he showed a new collection to a group of 150 journalists at his bubble home in Cannes.

He purchased [Maxim's restaurants](#) in 1981 and soon opened branches in New York, London, and Beijing (1983). A chain of [Maxim's Hotels](#) are now included in the assets. Cardin has also licenced a wide range of food products under that name.

In 2001, Cardin purchased the ruins of the castle in [Lacoste, Vaucluse](#) that was once inhabited by the [Marquis de Sade](#); he has partially renovated the site and holds music festivals there.

Cardin also owns a palazzo in [Venice](#) named [Ca' Bragadin](#), although Cardin has claimed in several interviews this house was once owned by [Giacomo Casanova](#) in reality it was once the home of Giovanni Bragadin di San Cassian, bishop of Verona and Patriarch of Venice.

In 2003, Cardin invited the award-winning Chechen children's dance ensemble, [Lovzar](#), to dance in his musical show "[Tristan and Isolde](#)" that was performed in Moscow, Russia.

Automobiles



Cardin interior in a 1972 Javelin



Pierre Cardin logo

Cardin expanded into other markets that included a contract with [American Motors Corporation](#) (AMC) following the success of the [Aldo Gucci](#) designed [Hornet Sportabout](#) station wagon interiors. The [automaker](#) incorporated Cardin's daring and outlandish design "with some of the wildest fabrics and patterns ever seen in any American car" on the 1972 and 1973 [AMC Javelins](#). The original sales estimate was for 2,500 haute couture [muscle cars](#).

A total of 4,152 AMC Javelins received a bold mirrored multi-colored pleated stripe pattern in tones of Chinese red, plum, white, and silver set against a black background. This was one of the first few American cars to offer a special trim package created by a famous fashion designer. The Cardin Javelins also came with the designer's emblems on the front fenders and had a limited selection of exterior colors (Trans Am Red, Snow White, Stardust Silver, Diamond Blue, and Wild Plum) to coordinate with the special interiors.

Chronology

1950

Cardin founds his own company, in the 10 rue Richepanse, and starts designing masks and costumes for the theatre

1953

Pierre Cardin presents his first ladies collection

1954

The bubble dress is a huge success across the world. A first boutique, Eve, opens at 118, rue du Faubourg Saint-Honoré, Paris 8è

1957

The opening of a second boutique, Adam, for men. Already thinking of a menswear line, Cardin starts to make colourful men's ties and printed shirts

1958

Cardin receives the Young Designers award in Boston, US

1959

Pierre Cardin presents his first ready-to-wear collection for women at the Printemps department store in Paris

1960

First men's collection presented by 250 French students - it is called the Cylinder line

1961

Creation of the men's ready-to-wear department plus accessories

1963

Creation of the women's ready-to-wear department

1966

First children's collection presented in Paris.

Cardin opens a menswear boutique and studio in a six-floored building, at 59 rue du faubourg, Saint-Honoré.

1968

Cardin opens a children's boutique at 8, rue du Faubourg Saint-Honoré

First licence contract outside fashion - porcelain crockery

1970

Opening of the Espace Pierre Cardin - 1-3 avenue Gabriel in Paris - a theatre, restaurant, cinema and exhibition hall

1975

Opening of the Design Boutique, 29 rue du Faubourg Saint-Honoré, Paris 8è

1976

Cardin opens another boutique at 72, rue du Faubourg Saint-Honoré, Paris.8è

Awarded the Italian decoration of Commander of the Order of Merit

1977

Cardin receives the Gold Thimble of French Haute-Couture made by Cartier, it rewards the most creative collection of the season

Opening of the Gallery Evolution, 118 rue du Faubourg Saint-Honoré, Paris. Cardin presents his first collection of haute couture furniture, Utilitarian Sculptures

Opens the Maxim Boutique, 76 rue du Faubourg Saint-Honoré, Paris, selling products made under the Maxim trademark

1978

Opens two more boutiques - Maxim's Homme de la Nuit at 82 rue du Faubourg, Saint-Honoré, and 5 rue Royale, Paris

1979

Awarded the Gold Thimble of French Haute-Couture for the second time for his Spring/Summer collection

Cardin holds fashion shows in Beijing and Shanghai

Opens Maxim Flower boutique at Rue de Duras, Paris, 8è

1980

Opening of the Maxim's fruit shop, rue de Duras, Paris

Opening of ladies dressing rooms at the Hôtel de Clermont-Tonnerre, 14 Place François 1er, in Paris

Opening of children's boutique in the Palais des Congrès, Porte Maillot, Paris

Cardin opens a men's ready-to-wear showroom at, 7 rue Royale, Paris

In New York, Cardin celebrates 30 years of design at the Metropolitan Museum and opens a new office building - 53 East 57th Street.

In Belgium, Pierre Cardin opens an art gallery at 47, boulevard de Waterloo, Brussels

Cardin opens two new boutiques in Sofia, Bulgaria

1981

Launches Maxim's in Germany. Cardin gives a dinner at the French Ambassador's Residence in Bonn, where he presents his dinner suits and ladies eveningwear under the Maxim's de Paris label

Cardin takes control and ownership of the famous Maxim's Restaurant, in rue Royale, Paris

The Autumn Salon at the Grand Palais museum in Paris presents a 30-year retrospective of design by Cardin

Launches car seat covers for the Renault 9

Opens Maxim's Boutique in Roma, Italy

1982

Opening of the Maxim's Restaurant in Brussels on the main square

The Sogetsu Kakain Museum, in Japan, presents a 30-year retrospective of Cardin's work

A showroom opens in Barcelona to exhibit Pierre Cardin and Maxim's products

Cardin is awarded his third Gold Thimble of the French Haute-Couture

Maxim's champagne is launched

Launch of a knitting-wool line with the Pierre Cardin label

Cardin signs a contract for a Maxim's in Beijing, China

Maxim's Flower boutique moves to 7, rue Royale

1983

Cardin is decorated as Knight des Arts et des Lettres

Cardin boutique opens in Budapest

Maxim's restaurants open in Beijing and Brazil

1984

Cardin opens a boutique in London

Minim's restaurant opens in Beijing, complete with a bakery

1985

Launch of Pierre Cardin dolls

Cardin is named Commander of the Order of Merit by the President of the French Republic

Maxim's restaurant opens in New York

1986

Launch of the ship Maxim's des Mers. Her maiden voyage is to New York for the Statue of Liberty celebrations

Opening of the Residence Maxim's Hôtel - 42, avenue Gabriel, Paris

Opening of the Résidence Maxim's Hotel in New York on Fifth Avenue and 55th street

Cardin is awarded the Grand Order of Merit by the Italian Republic

1990

The Victoria and Albert Museum in London exhibits in its 20th century gallery a Pierre Cardin retrospective collection of 40 years of ladies' fashion and 30 years of mens' fashion

1991

Cardin is made Honorary Ambassador of UNESCO

Cardin designs a medal and jewellery pieces for the UNESCO Chernobyl programme

Cardin is promoted to Officer of the Légion of Honour

The Fine Art Museum in Montreal, Canada, exhibits a retrospective of 40 years of ladies' fashion and 30 years of mens' fashion

Cardin receives the Gold and Silver Star of the Japanese Order of the Sacred Treasure - the highest honour from the Japanese

Cardin holds a fashion show in the Red Square, Moscow, in front of 200,000 people

1992

Cardin accepts a seat in the Academy of Fine Arts at the French Institute

1993

Cardin introduces a new cosmetics range

A second Maxim's restaurant opens in Beijing

Cardin holds his first fashion show in Vietnam (Hô Chi Minh and Hanoï)

1995

The opening of a boutique and restaurant Maxim's in Moscow, Russia

The opening of a first boutique in Latvia, in Riga

Opening of a first boutique in St Petersburg, Russia

1996

Cardin presents his last Haute-Couture collection at a private showing at Résidence Maxim's in the presence of Mrs Jacques Chirac, Mrs Georges Pompidou and Mrs Jean Tiberi

Cardin presents his last Haute-Couture collection at the American Embassy in Paris

In Atlanta, US, to celebrate the XXVI Olympic Games, Cardin presents a fashion collection for men and women and a new sport collection

1997

Cardin is decorated as Commandeur de la Légion d'Honneur

Auction of 8,000 wine bottles from the Maxim's cellar

Pierre Cardin opens the Minim's restaurant - 7, rue Royale

Cardin presents his new ready-to-wear collection for men

Opening of a new Pierre Cardin Store in Cannes, France

Launch of a new Toyota car - the Rav 4 - with the Pierre Cardin label

1998

Auction in New York of 14,000 bottles of fine wines from Maxim's cellar

Opening of the new boutique in Lyon, France

Pierre Cardin presents his new ready-to-wear collection for men and women

Opening of a new children boutique at 20, rue du Pont Neuf, 75001, Paris

Opening of a new Maxim's in Geneva, Switzerland

2000

Launch of the 19th Maxim's, in Monaco in the presence of the crown Prince Albert

2001

Cardin presents his new men's ready-to-wear collection – Autumn/Winter 2001-2002

Cardin buys the Marquis de Sade castle in Luberon

Opening of the Lacoste festival. Party in memory of the Marquis de Sade

Show of his last collection in Las Vegas

2004

Cardin is decorated as the Order of the Frantsisk Skorina (the most prestigious reward of the Belarus State)

2005

Cardin presents his new men's ready-to-wear collection –
Spring/Summer 2007

Cardin unveils his new book, Pierre Cardin Evolution, at Artcurial,
published by Flammarion

2007

Cardin is awarded Commander Order of the cultural Merit from
Monaco Principauty, in the Monaco Embassy, Paris

2008

Opening of the world's 10th Maxim's restaurant, in Pékin, China

2010

Catwalk Pierre Cardin, collection spring-summer 2011, at Espace
Pierre Cardin, Paris

Cardin receives a "legend award" from the Fashion Group in New
York

Catwalk Pierre Cardin in New York

Competitors

Pierre Cardin is a Brand very recognized all over the world. Their business strategy from the beginning was the Licensing business. Actually Pierre Cardin is present in over 140 countries licensed by almost 300 licensees for almost 1.000 products.

As well everyone could understand not every market have the same approach to the Brand and in each country there are different competitors.

The globally competitors of Pierre Cardin could be:

Cacharel

Azzaro

Dunhill

Yves Saint Lorent

Ungaro

Rocco Barocco

This is a short list of competitors of Pierre Cardin all around the world.

Licensees

Turkey : master licensee

<http://www.pierrecardin.com.tr/eng/index-eng.html>

Australia : master licensee

<http://pierrecardin.com.au/>

WorldWide : <http://www.safilo.com/it/2-pierre-cardin.php>

WorldWide :

http://www.coty.com/brands/browse/pierre_cardin#/brands/browse/pierre_cardin

WorldWide : <http://www.pierrecardin-forme.com/>

Below a short list of the most important licensees of Pierre Cardin Brand. There are more of 300 licensees especially for European market every category was broke in a lot of sub-categories, creating a huge number of license.

All the products are checked and approved by Pierre Cardin style office and from Mr Pierre Cardin in person. Naturally the style office provide a great support for the licensee for every product request.

The Licensee could be able to adapt to the competence market the more suitable range price looking at the economic situation, population, and positioning.

The Brand don't provide a marketing research for any market. The partners (licensees) have to provide independently on the territory.

Shops

There are almost 300 Pierre Cardin Flag Ship all around the world. And several concept stores (500) dislocated in all the territories wher the Brand is present.



Istanbul



Paris



Ankara



Beijin

Turnover & Royalties

The 2010 annual turnover of the total licensees of Pierre Cardin:

900.000.000,00 EURO

80.000.000,00 EURO of royalties paid by licensees.