

FONDATION
AZZEDINE ALAÏA



ANNUAL REPORT 2022

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It has been five years since Azzedine Alaïa passed away and since the officially recognised foundation that bears his name was established.

By the end of 2022, the Foundation created according to Azzedine Alaïa's wishes had presented 22 exhibitions both on site and outside its walls, organised 26 cultural and educational events, produced 2 documentaries, published 7 books, and been mentioned hundreds of times in the media (press, TV, radio, and on line).

Since 2019, thanks to generous support from the Richemont group, the Fondation Alaïa has been able to flourish and to refurbish its storage facilities, making it possible to conserve the archives of Azzedine Alaïa's collections.

The major refurbishments carried out in our buildings are now over, and three floors of the building at number 14, Rue de la Verrerie have been renovated to conserve the tens of thousands of pieces created by masters of fashion that Azzedine collected throughout his life.

The spaces open to the public have been extended, with a second exhibition room on the first floor next to Azzedine's studio, a bookshop and a café in the courtyard planted with trees. Preserving Azzedine's memory, in particular by presenting his collections, is more than ever the key mission of the Foundation.

A major event in 2022 was the exhibition Alaïa avant Alaïa where presenting creations from the couturier's

early years provided insights into his philosophy of fashion, accompanied by a book which, for the first time, provides an exhaustive account of his formative years, his early development and his ultimate rise to fame. The room devoted to Azzedine's great friend Leila Menchari was an essential feature of the show. Photographs, documents and original drawings generously loaned by Hermès looked back over Menchari's journey as an artist.

Now recognised for the value of its collections, the Foundation is also pleased to loan pieces to other institutions, thus enhancing awareness of Alaïa's legacy in France and beyond.

I would like once again to thank Johann Rupert, who provided constant support for Azzedine's talent and dreams, since that day in April 2007 when Azzedine and I went to meet him in Geneva and present our project for the future development of the Alaïa fashion house.

I am grateful to the director of the Fondation Alaïa and to the teams who have shown unfailing devotion to its goals. They continue to maintain the values that Azzedine Alaïa was so eager to share.

I would also like to express my heartfelt gratitude to the Treasurer of the Fondation Alaïa and all the board members for their unwavering commitment. They have allowed the Foundation to honour Alaïa's ambitions as closely as possible and to build the officially recognised Foundation he was so eager to create in order to carry out the educational, cultural and heritage conservation missions he held so dear.

Carla Sozzani

2022 is an important year for the Fondation Azzedine Alaïa as we were able to celebrate the little-known early life of the couturier, from his birth in Tunisia in 1935 to the creation of his fashion house at the beginning of the 1980s. Alaïa avant Alaïa was an exhibition that shed light on the development and recognition of Alaïa's talent.

2022 also allowed us to present several travelling exhibitions including Madame Grès. The art of draping at SCAD Fash Atlanta, an exhibition fundamental to the recognition of the Foundation's collections. The collection devoted to Madame Grès is one of the largest in the world, attesting to Alaïa's exhaustive approach to Madame Grès' work. Another exhibition presented abroad was Alaïa l'art de la Mode in Lacoste. This close collaboration with SCAD Fash University in Lacoste and Atlanta reflects the strategy of the Foundation to invest in the development of educational and cultural initiatives.

I am especially thrilled that the Foundation has forged new connections with fashion schools such as Duperré in Paris and Naba in Rome. Collaborations, shared classes and internships can draw from the Foundation's rich collections, and the students and their teachers will provide us with invaluable support as we move forward.

Last but not least, this year has seen the completion of a period of renovation that is fundamental to the preservation of the collections devoted to Azzedine Alaïa's work as well as those he developed himself. In compliance with museum requirements, our new storage facilities in the heart of Paris form the perfect environment for the conservation of these collections.

Olivier Saillard



THE BOARDROOM, FORMERLY AZZEDINE ALAÏA'S DINING ROOM. PH. SYLVIE DELPECH

Azzedine Alaïa's life focused on fashion, art, design, architecture, music and theatre. For fifty years, he was a collector fascinated by all aspects of culture.

In 2007, he decided to protect his work and his art collection by setting up the Association Azzedine Alaïa with his partner, the painter Christoph von Weyhe, and his friend for forty years, the publisher and gallerist Carla Sozzani, so that the Association could become the Fondation Azzedine Alaïa.

The Fondation Azzedine Alaïa was officially recognised as an établissement d'utilité publique (organisation of significant value to the public) on 28 February 2020.

Its headquarters are at number 18, rue de la Verrerie, where Azzedine Alaïa lived and worked. It is housed in a set of buildings laid out around a planted inner courtyard. It offers beautiful exhibition spaces: a large ground-floor gallery under a glass roof, and a further exhibition room on the first floor. There is also a bookshop specialising in fashion, art, design and literature, and a café that pays tribute to Monsieur Alaïa's legendary hospitality.

MISSIONS OF THE FOUNDATION

Planned by Alaïa during his lifetime, the missions of the Foundation are to conserve and showcase Azzedine Alaïa's work and the items he collected throughout his life in the fields of art, fashion and design; to organise exhibitions; and to support cultural and educational activities.

In collaboration with a range of cultural institutions, the Fondation Azzedine Alaïa continues its public activities and supports projects that were of particular importance to Alaïa himself.

The Foundation exhibits both Azzedine Alaïa's own work and artworks and fashion items from his personal collection.

In accordance with Azzedine Alaïa's wishes, the missions of the Foundation are:

- to protect, conserve and present Azzedine Alaïa's work and the many works of art and fashion and design items that he collected during his lifetime.
- to organise exhibitions and publish reference books.
- to support cultural and educational activities.

The Foundation carries out its educational mission via collaborations with schools of fashion and institutions, organises lectures and research programmes relating to the Alaïa collection, which includes 35,000 items.

It also grants scholarships to young visionary fashion talents.

GOUVERNANCE

Established on 30 March 2020, the Board is made up of personalities who were close to Azzedine Alaïa and world-renowned institutions that play a key role in the world of art and culture.

FOUNDERS

Christoph von Weyhe, painter, Azzedine Alaïa's life partner
Carla Sozzani, publisher, gallerist, long-time friend of Azzedine Alaïa

2022 BOARD

CHAIR
Carla Sozzani

VICE-CHAIR
Christoph von Weyhe

TREASURER
Ugo Supino, Member of the Galeries Lafayette Executive Board.

DIRECTOR
Olivier Saillard, fashion historian, former director of the Musée de la Mode in Marseille and the Palais Galliera Fashion Museum in Paris, curator of the first exhibition devoted to Alaïa in Paris in 2013, artistic, image and culture director at J. M. Weston. He was part of Alaïa's inner circle.

COLLEGE OF FOUNDERS

Christoph von Weyhe
Carla Sozzani

Comtesse Nicole de Blégiers, a great friend of Azzedine Alaïa who welcomed him into her home in 1959.

Ugo Supino, was appointed at the board meeting on 10 December 2020 to replace Leila Menchari, artist and display designer at Maison Hermès and a great friend of Azzedine Alaïa, who passed away on 4 April 2020.

COLLEGE OF QUALIFIED PERSONALITIES

Jean-Louis Froment, art critic, art director, exhibition director. Founder of the CAPC in Bordeaux, the first museum to present Azzedine Alaïa's work in 1985.

Fabrice Hergott, conservator and art historian, director of the Musée d'Art Moderne in Paris. He took part in the first retrospective of Alaïa's work in Paris in 2013 at the Palais Galliera, hosting part of the exhibition in the Salle Matisse at the Musée d'Art Moderne. He had been close to Azzedine Alaïa since 1996.

Serge Lasvignes, former Conseiller d'Etat, secretary-general of the Government and President of the Pompidou Centre, currently president of the Commission Nationale de Contrôle des Techniques de Renseignement. He knew Azzedine Alaïa well.

Catherine Pégard, President of the governing body of the Palace, Museum and Park at Versailles, journalist, close friend of Azzedine Alaïa.

COLLEGE OF INSTITUTIONAL PARTNERS

The Metropolitan Museum of Art, represented by **Max Hollein**, art historian and director of the Metropolitan Museum of Art.

Musée des Arts Décoratifs de Paris, Musée National du Design et la Mode, represented by **Olivier Gabet**, director of the Musée des Arts Décoratifs, replaced in early September by **Christine Macel**, the new director of the Museum.

COLLEGE OF FRIENDS OF AZZEDINE ALAÏA

Professor **Jean-Philippe Spano**, head of the medical oncology department at the Pitié-Salpêtrière Hospital in Paris. He had been close to Azzedine Alaïa since 2015.

Giovanni Frau, lawyer specialising in governance management and shareholding, provided Azzedine Alaïa with strategic advice as he sold his companies and brand in 2000 and 2007.

COLLEGE OF PATRONS

Partner patron: Richemont International SA, a group specialising in luxury goods, founded in 1988 by South African billionaire Johann Rupert, represented by **Anne Dellière**, Marketing & Strategic Planning Director.

Partner patron: Fondation Cartier pour l'Art Contemporain, represented by **Richard Lepeu**, former director general and financier for the Richemont group, member of the board of Fondation Cartier.

Active patron: **Kris Ruhs**, painter and sculptor who was a long-standing friend of Azzedine Alaïa. He worked with Alaïa on several design projects from 2000 onwards, and was one of the artists Alaïa invited to exhibit in his gallery in 2015.

COLLEGE OF EX OFFICIO MEMBERS

Nicole Klein, government commissioner, senior civil servant and *préfète*. She has experience in ministerial offices including Jack Lang's culture ministry.



VIEW OF EXHIBITION "ALAÏA AVANT ALAÏA". PH. STÉPHANE AÏT OUARAB

EXHIBITIONS

ALAÏA AVANT ALAÏA

With **20,014 visitors**, this was the fourth most popular exhibition organised at the Foundation after *Je suis couturier* (41,000 visitors), Alaïa Balenciaga (21,630 visitors) and *Azzedine Alaïa, Peter Lindbergh. En miroir* (21,428 visitors).
Media coverage worth **792,115 €** in advertising value equivalent.

3 exhibitions organised outside the walls:

AZZEDINE ALAÏA, L'ART DE LA MODE at SCAD FASH (Lacoste, France).
MADAME GRÈS : THE ART OF DRAPING at SCAD FASH (Atlanta).
ALAÏA AVANT ALAÏA at Dar Alaïa (Sidi Bou Saïd, Tunisia).

DOCUMENTARIES

« **Azzedine Alaïa, un couturier français** » made by *Olivier Nicklauss* in 2021.
Private screening organised by ARTE at **Cinéma Luminor** le **28 janvier 2022**.
Broadcast by **ARTE** on **Friday 25 February** at 11:15 pm and on **arte.tv** from **18 February** to **26 March 2022**.
Screened at the **ASVOFF Festival** on **3 November** (35/37 rue des Francs Bourgeois Paris)

EDUCATION & LECTURES

Almost **6700 STUDENTS** and **TEACHERS** visited the exhibition (+12% more than in 2021).

A series of **5 lectures** accompanied the exhibition *Alaïa avant Alaïa*

Three new partnerships with fashion schools:

Naba (Rome) – **Instituto Marangoni** (Paris) – **École Duperré** (Paris)

ARCHIVES

Handover of new storage facilities for the **Azzedine Alaïa Collection** (800 sq.m.) at the Foundation
in spaces renovated and fitted with security systems thanks to Richemont's generous support.
3,000 pieces from the Azzedine Alaïa collection processed, photographed, checked and inventoried in the database.

REFURBISHMENTS

Renovation of roof and façade of the building at number 14, rue de la Verrerie.
Extension of bookshop and café, opening in 2023.



TOP LEFT: AZZEDINE ALAÏA AND LEILA MENCHARI, PARIS, 1967. PH. JEAN-PIERRE RONZEL.
 RIGHT: AZZEDINE ALAÏA IN HIS STUDIO ON THE RUE DE BELLECHASSE, 1976. PH. DE BRIGITTE MUUS, SIPA PRESS.
 VIEWS OF EXHIBITION "ALAÏA AVANT ALAÏA", PH. SYLVIE DELPECH ET STÉPHANE AÏT OUARAB.

EXHIBITIONS 2021-2022

The aim of the Fondation Alaïa is to preserve Alaïa's inestimable legacy and to ensure that it is made available for public viewing via exhibitions that always showcase couture and fashion-related expertise.

The exhibitions are presented in the large skylighted space where Alaïa held his runway shows and where he would host artists and photography exhibitions. A room on the first floor is used for film screenings.

To enhance global awareness of Alaïa's legacy, the Foundation organises exhibitions abroad, which also contribute to its development.

ALAÏA AVANT ALAÏA

Fondation Azzedine Alaïa, Paris

28 January – 31 December 2022

Visitors: 20 014

Through a selection of archive documents, photographs and drawings, the exhibition analyses the period from the time the budding couturier was about to leave Tunis for Paris in the 1950s until his phenomenal breakthrough in the early 1980s.

A careful selection of dresses and creations dating from his early years, a choice of models that revealed more than just a style to the public, and a seminal body of work dating from the late 1970s featuring timeless garments that form an intimate geography of his constant sources of inspiration.

Alaïa avant Alaïa provides a portrait of a talented yet shy couturier whose true teachers during these formative years were the women he dressed.

Among them, Leila Menchari played a very important role. A fellow Tunisian, she arrived in Paris when she was very young and they remained very close throughout their lives. The Foundation decided to devote an entire room to the memory of Leila Menchari, who passed away in 2020.

During these three formative decades, Azzedine Alaïa met personalities who were to remain faithful friends throughout his life. From his sister Hafida to his great friend Latifa and from Leila Menchari to Nicole de Blégiers, they showed how talent and friendship can combine. Some of the greatest women of the time visited his workshop: Greta Garbo ordered overcoats from him; Arletty was an unconditional admirer; Louise de Vilmorin ushered him into artistic circles and showed him how to shine in high society.

As orders flooded into the studio on the Rue de Bellechasse, Azzedine experimented with new techniques. He perfected his art in the workshops of leading furriers. A collection featuring riveted and strapped leather was rejected by Charles Jourdan, but paradoxically launched the Alaïa phenomenon. Pioneers of fashion lapped up his designs; New York invited him and showered him with praise. The fashion designer Thierry Mugler, a close friend of Azzedine, eagerly encouraged him. Azzedine became Alaïa.

OUTSIDE THE WALLS

AZZEDINE ALAÏA, L'ART DE LA MODE

SCAD LACOSTE, France
25 June - 29 October 2022

Visitors: 12 000

The Savannah College of Art and Design presented *Azzedine Alaïa: L'Art de la Mode* at the **SCAD FASH Lacoste Museum**, part of its campus in Provence.

This exhibition was a major event on the summer exhibition programme at SCAD, which was celebrating the 20th anniversary of the opening of its university in France. Covering the entirety of Alaïa's legendary career, *L'Art de la Mode* presented 20 iconic dresses from the designer's archive, reflecting his timeless aesthetic and his mastery of the silhouette.



ALAÏA AVANT ALAÏA

DAR ALAÏA
SIDI BOU SAÏD, Tunisia
19 November 2022 - 28 May 2023



PH. SYLVIE DELPECH

The exhibition *Alaïa avant Alaïa* presented at the couturier's villa in Sidi Bou Saïd focused on his years in Tunis and the inspirations he drew from his Mediterranean roots. It also highlighted the Tunisian personalities who were so important to him: his family and his friends Leila Menchari, Latifa and Jellal Ben Abdallah.



MADAME GRES : THE ART OF DRAPING

SCAD ATLANTA, USA
10 November 2022 - 30 June 2023

Visitors: 9 581 (as of 24 May 2023)

The exhibition *The Art of Draping* presented, for the first time ever, a selection of over 70 dresses and outfits designed by Madame Grès, drawn from Alaïa's unique collection, which he mainly put together in secret.

The garments on show date from the 1930s, when **Madame Grès** was designing under the name Alix, to the 1980s. Her timeless creations were the height of modernity. The presence of so many pieces by **Madame Grès in Alaïa's archives** testifies to his passion for her work and demonstrate how he shared her gift for sculpting forms.

The Art of Draping is the third exhibition at SCAD FASH presented in collaboration with the Fondation Azzedine Alaïa, which is a major partner of the University's museums and provides a resource for its students.

GROUP SHOWS

ELSA SCHIAPARELLI,
« FEMME ARTISTE »

MAD, PARIS

30 June 2022- 8 January 2023

Loan of two pieces including the *Zodiac Jacket* by **Elsa Schiaparelli** acquired by Azzedine Alaïa, one of the treasures of his “**History of Fashion**” collection.



PH. ILVIO GALLO

HOMO FABER

MICHELANGELO FOUNDATION, VENICE

10 April - 1 May 2022



Organised in Venice by the Michelangelo Foundation, “**Homo Faber**” is an international cultural movement celebrating craft and creativity.

The Fondation Alaïa loaned **5 iconic pieces by Azzedine Alaïa** presented alongside dresses by Pieter Mulier, artistic director of Maison Alaïa. Exhibition curated by Judith Clark.

FASHION & FILM

CINÉMATHÈQUE, PARIS

6 October 2021 - 16 January 2022

Directed and curated by **Jean-Paul Gaultier**

Loan of several dresses for the different stages of the project in Paris and Spain with Caixa (Madrid, Barcelona, Seville, Zaragoza)



JOSÉPHINE BAKER, UN DESTIN EXTRAORDINAIRE

SOUILLAC, FRANCE

3 June - 10 September 2022



As a preview to the opening of the future **Joséphine Baker Museum**, Souillac Town Council has organised this summer exhibition devoted to the famous performer Joséphine Baker, curated by Florence Müller.

The Fondation Alaïa loaned **3 looks inspired by Joséphine Baker**, whom Azzedine Alaïa greatly admired.

EVENTS / EDUCATION / MEDIATION / CHARITY WORK

ROUND TABLE: EXHIBITION

ALAÏA AVANT ALAÏA

“Thierry Mugler et Azzedine Alaïa

D’amitié et d’inspiration” [Thierry Mugler and Azzedine Alaïa, friendship and inspiration]

8 March 2022



OLIVIER SAILLARD, VIOLETTA SANCHEZ, LAURENCE BENAÏM

Round table with **Laurence Benaïm**, journalist and writer; **Thierry-Maxime Lorient**, curator and author; **Violetta Sanchez**, actor, model and muse; **Olivier Saillard**, director of Fondation Azzedine Alaïa.

Thierry Mugler was more than a friend to Azzedine Alaïa. In the late 1970s he encouraged Alaïa to develop his own personal mode of expression. He provided him with support and enthusiastically helped him to succeed. The round table analyses how the two designers influenced one another and looks back at how their friendship began.

ROUND TABLE: EXHIBITION

ALAÏA AVANT ALAÏA

“Greta Garbo

Rencontre avec la Divine” [Meeting the Divine Greta Garbo]

12 April 2022



PH. SYLVIE DELPECH

Round table with **Laurence Benaïm**, journalist and writer; **Titi Halle**, collector; Nelly Kapriëlian, writer; **Stefania Ricci**, director of the Ferragamo Museum; **Olivier Saillard**, director of Fondation Azzedine Alaïa.

One day, travelling incognito, Greta Garbo stepped into Azzedine Alaïa’s studio. Alaïa made trousers and men’s coats for the Divine Garbo, and these garments would have a lasting influence on his work. The discussion analysed Garbo’s wardrobe, which included clothes sold at a famous auction where Alaïa was able to repurchase garments he had designed.

ROUND TABLE: EXHIBITION

ALAÏA AVANT ALAÏA

“Bettina. Muse et amie” [Bettina. Muse and Friend]

19 May 2022



FRÉDÉRIC MITTERRAND AND OLIVIER SAILLARD.

Talk by **Frédéric Mitterrand**, former Minister of Culture, and **Olivier Saillard**.

Bettina was the first model whose fame in the 1950s went beyond the frontiers of fashion. A friend and muse of great couturiers including Jacques Fath and Hubert de Givenchy and a model much sought after by the most talented photographers from Henry Clarke to Irving Penn, Bettina became a faithful friend of Alaïa and donated her photography collection to him.

The talk looked back over Bettina’s life, **her relationship with Alaïa** and her decisive influence on him.

CONCERT

MARK BORTHWICK

“The Brevity Innocence”

24 May 2022



MARC BORTHWICK PH. SYLVIE DELPECH

The photographer, filmmaker and musician **Mark Borthwick** gave an original musical performance in the courtyard of the Foundation.

ROUND TABLE: EXHIBITION

ALAÏA AVANT ALAÏA

"Arletty"

6 October 2022

Olivier Saillard in conversation with
Frédéric Somigli (Arletty's hairdresser),
Olivier Nicklaus (filmmaker)
and Stéphanie Salmon (Fondation Pathé).

Arletty, who started out as a model before becoming an actress, is a legendary figure of the golden age of French cinema. Her style was unique and incomparable. Arletty and Azzedine Alaïa were close friends and greatly respected and admired one another. Captivated by her appearance and her innate elegance, Alaïa often drew inspiration from Arletty and her costumes for his own creations. The talk focused on how they met and their extraordinary careers.



AZZEDINE ALAÏA PH. IVAN TERESTCHENKO

PRESENTATION OF THE BOOK

ALAÏA AVANT ALAÏA

7 September 2022

The Foundation presented the book *Alaïa avant Alaïa* focusing on Alaïa's life before his first fashion show and the creation of his fashion house, with testimonials and texts by Laurence Benaïm and Emmanuele Coccia. Edited by Carla Sozzani and Olivier Saillard.

Published by Rizzoli.



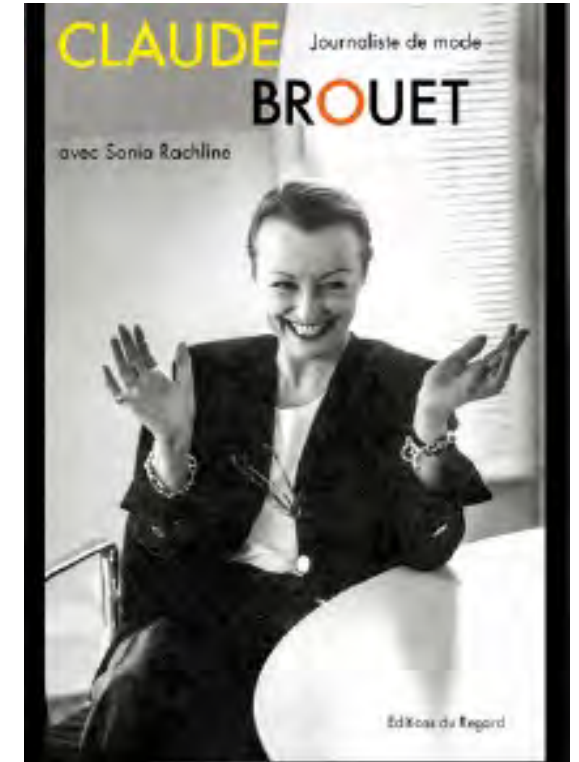
FRONT COVER OF THE BOOK ALAÏA AVANT ALAÏA / ALAÏA AFORE ALAÏA

PRESENTATION OF FASHION JOURNALIST
CLAUDE BROUET'S AUTOBIOGRAPHY

28 September 2022

Claude Brouet chose the Foundation to present and sign her illustrated autobiography art-directed by her friend Peter Knapp and prefaced by Jean-Paul Gaultier. Published by Editions du Regard.

Over 200 people attended to celebrate the career of this great fashion journalist.



FRONT COVER OF THE BOOK BY CLAUDE BROUET

PRESENTATION OF
FASHION FETISH AND FANTASY
BY FRANÇOIS BERTHOUD

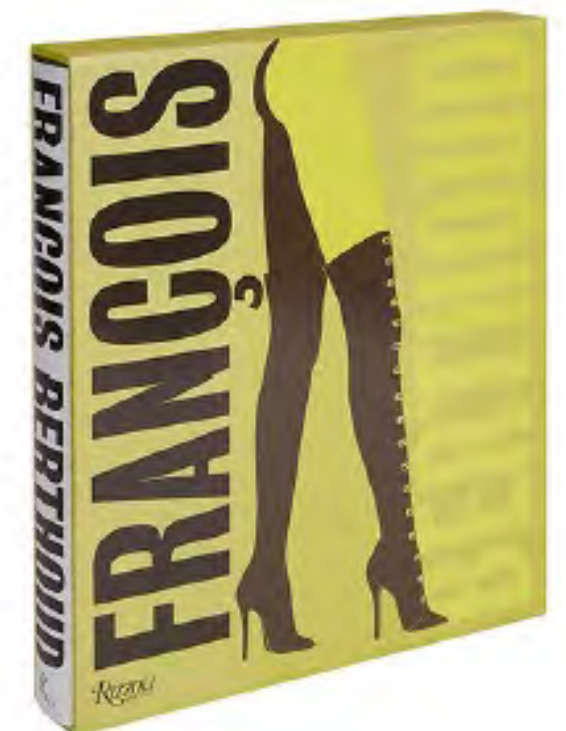
10 November 2022



This book presents the work of one of the greatest illustrators and art directors of the fashion world: François Berthoud. Edited by Beda Achermann with contributions from Chris Dercon, Jean-Paul Goude and Christian Kämmerling. Preface by Carla Sozzani.

Published by Rizzoli New York.

Before signing copies of the book, François Berthoud talked to Chris Dercon, President of the Réunion des Musées Nationaux-Grand Palais.



FRONT COVER OF THE BOOK FASHION FETISH AND FANTASY

PRESENTATION OF THE BOOK EYE-D

Portraits by Anna Gabriel

13 November 2022



ANNA AND PETER GABRIEL PH. SYLVIE DELPECH

Anna Gabriel and Peter Gabriel present Anna Gabriel's photographic exploration of the human gaze featuring portraits of music industry and show business stars: Johnny Depp, Sting, Susan Sarandon, Willem Dafoe, Eddie Vedder, Annie Lennox, Lou Reed, Michael Stipe...not forgetting her father, Peter Gabriel.

Published by ACC Art Books.

Anna Gabriel signed copies of the book following a discussion with Peter Gabriel.

International Library of Fashion Research N°2

Decentralizing Fashion

Elise by Olsen

14 December 2022

Elise By Olsen has created an international fashion library in Oslo and publishes a research journal associated with the library. Issue number 2 deals with the production and development of the fashion industry.

Elise By Olsen talked to Marco Pecorari from Parsons School in Paris before signing copies.



FRONT COVER, DECENTRALIZING FASHION

WELCOMING SCHOOL GROUPS AND STUDENTS TO EXHIBITIONS

The Foundation has welcomed over **6,500 students and schoolchildren** this year, either visiting alone or in groups with their schools. These included 681 students from: L'Institut Français de la Mode, L'École supérieure des arts appliqués Duperré, EIDM - École Internationale de mode, ESMOD, MOD'SPE PARIS, ECAMOD, MODART International, Le lycée professionnel Octave Feuillet, L'instituto Marangoni, EIML Paris - école internationale de marketing et management du luxe, l'ISG Luxury Management, London College of Fashion, TUNON International School, Panthéon La Sorbonne.

PARTNERSHIPS WITH FASHION SCHOOLS

Parsons School Paris

The Foundation continues its educational work with Fashion Studies MA students on the "Fashion, Memory and the Politics of Heritage" programme. This collaboration involves presenting the Foundation to the students via Azzedine Alaïa's work, the current exhibition and the archives. It also involves suggesting a particular subject for the students to study. 2022 was devoted to a project on Schiaparelli.

Students had the unique opportunity to explore examples of Schiaparelli's work collected by Azzedine Alaïa. They also studied archives he collected (letters, photographs, etc.) and records of the auction titled "Elsa Schiaparelli: Garde-robe de 1935 à 1950" held in 2009 by the auctioneers Cornette Saint Cyr, models for which were exhibited in Azzedine Alaïa's gallery prior to the sale.



CLASS STUDYING FOR A MASTER'S DEGREE IN LUXURY GOODS
AT ISEFAC, PARIS, VISITING THE FOUNDATION



FASHION STUDIES MA STUDENTS FROM PARSONS SCHOOL PARIS



École Duperré

The Foundation has established a new partnership with a leading public fashion school: l'École Duperré.

The partnership consists of workshops, visits for students and teachers, and internships. The Foundation also hosted a Master's student, Robinson Boursault, for a 4-month internship. He studied the invoices for clothes purchased by Alaïa at auction and took part in the running of the Fashion History archive.

This internship resulted in a highly personal poetic creative project on the subject of Fashion Archives. It was also an opportunity for the student to write an article for the catalogue of the future exhibition titled Azzedine Alaïa couturier collectionneur to be presented at the Palais Galliera in 2023.



WELCOMING TEACHERS FROM THE ÉCOLE DUPERRÉ

Instituto Marangoni

In response to a request from Paolo Meroni, director of the Instituto Marangoni in Paris, the Foundation has formed ties with this organisation.

On 23 November the Foundation hosted teachers from the Instituto Marangoni for a visit to the exhibition, a talk and drinks in the courtyard.

Students from the school now enjoy special privileges when they visit the Foundation.



TALK FOR TEACHERS FROM THE INSTITUTO MARANGONI

Naba Rome



OLIVIER SAILLARD, PERFORMANCE WITH STUDENTS ON THE NABA CAMPUS IN ROME.

This Italian school invited Olivier Saillard, director of the Foundation, and Gaël Mamine, who is in charge of the historic collections, to present workshops to undergraduates studying for a BA in Fashion Design on its campus in Rome.

The first workshop took place in January 2022, resulting in a performance involving students focusing on the poetry of abandoned clothes.

GUIDED VISITS: "DES MOTS ET DES ARTS"



Accueil > Visites guidées > Alaïa avant Alaïa

ALAÏA AVANT ALAÏA

Fondation Azzedine Alaïa

TARIFS	Plein Tarif	23,00 €
	Tarif réduit	18,00 €
	Entrée gratuite	15,00 €

Type visite guidée, achat de billet compris
Durée 1h15
Lieu Fondation Azzedine Alaïa
Rdv Dans la cour de la Fondation, 18 rue de la verrerie, 75004 Paris
Ville Paris

En 1956, le jeune Azzedine Benalaïa, étudiant à l'École des beaux-arts de Tunis, quitte sa ville natale pour s'installer à Paris. La fondation Azzedine Alaïa consacre une exposition à la période de formation de l'artiste : de ses années d'étude à Tunis à la consécration médiatique avec sa première collection de prêt à porter pour l'hiver 1982. Dans cette période d'apprentissage, l'arrivée d'Alaïa à Paris a une valeur initiatique : dans la capitale française, le style d'Azzedine Alaïa se forge et se transforme - somme vivante de rencontres et d'observations parisiennes - tout en conservant un lien profond avec les racines orientales de l'artiste.

« Alaïa avant Alaïa », c'est la genèse d'une signature, la source d'une histoire. A travers les premières créations du jeune Alaïa et le témoignage de celles et ceux qui ont côtoyé et travaillé auprès de lui, l'exposition retrace les évolutions d'un artiste en formation, mais également la permanence et les absolus d'un style.

The Foundation offered guided visits to the exhibition **Alaïa avant Alaïa** in partnership with the cultural mediation agency Des Mots et des Arts, which organised them with a guide specialising in fashion history.

Some fifteen guided visits were organised during the exhibition.

PRIVATE GUIDED VISITS: “CULTURE SECRETS”

CultureSecrets is a dynamic cultural platform that presents a programme of events for private individuals and professionals.

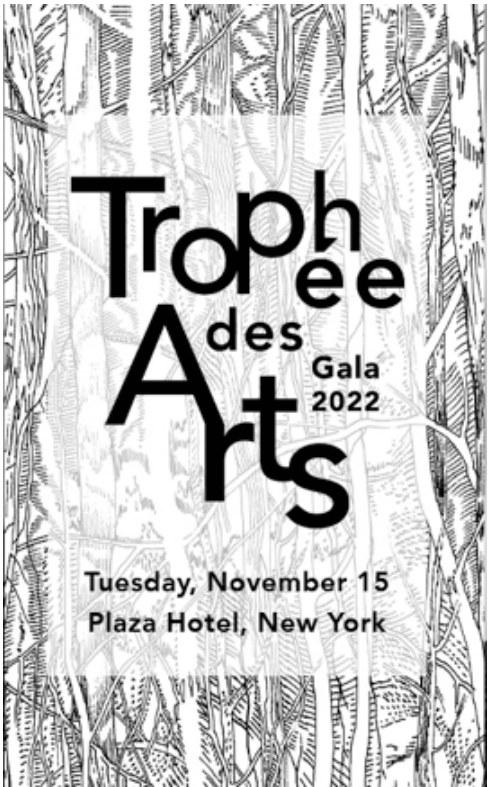
In exchange for guiding their groups, the platform promotes exhibitions organised by the Foundation in its partner media (The Wall Street Journal, Beaux-Arts Magazine, Télérama, etc.) and among its subscribers.



FIRST VISIT ORGANISED ON 16 JUNE 2022.

CHARITY WORK AT THE FOUNDATION

The Foundation took part once again in the Trophée des Arts Gala at the French Institute/Alliance Française in New York by donating a *“bespoke evening at the Foundation: exhibition visit followed by a dinner”* on 15 November 2022



TROPHÉE DES ARTS GALA,
FRENCH INSTITUTE/ALLIANCE FRANÇAISE, 15 NOVEMBER 2022 IN NEW YORK

BOOKS

ALAÏA AVANT ALAÏA

September 2022

This book reveals the history of Azzedine Alaïa and explores the formative years of one of the greatest names in fashion and couture. Azzedine Alaïa (1935-2017) was seen as a genius of contemporary fashion. Published by his closest friend Carla Sozzani, this elegant book, which echoes the retrospective exhibition at the Fondation Azzedine Alaïa, offers an unprecedented glimpse of Alaïa’s life and career from his early years in Tunisia and his arrival in Paris in 1956 to his revolutionary New York fashion show in 1982.

With texts and interviews by Laurence Benaïm and Emanuele Coccia, edited by Carla Sozzani and Olivier Saillard, this book includes testimonials from people who were close to Azzedine Alaïa. Prosper Assouline, Didier Grumbach, Dany Saval, Carlyne Cerf de Dudzele, Serge Lutens, Edgar Morin, Thierry Mugler, Claude Perdiel and Dominique Zehrfuss share their memories of the great fashion designer.

The book is richly illustrated with fashion photography, private images, original drawings and rare archive documents. Quotes from Azzedine Alaïa punctuate each chapter and provide insights into his most intimate thoughts.

PUBLISHED BY RIZZOLI NEW YORK

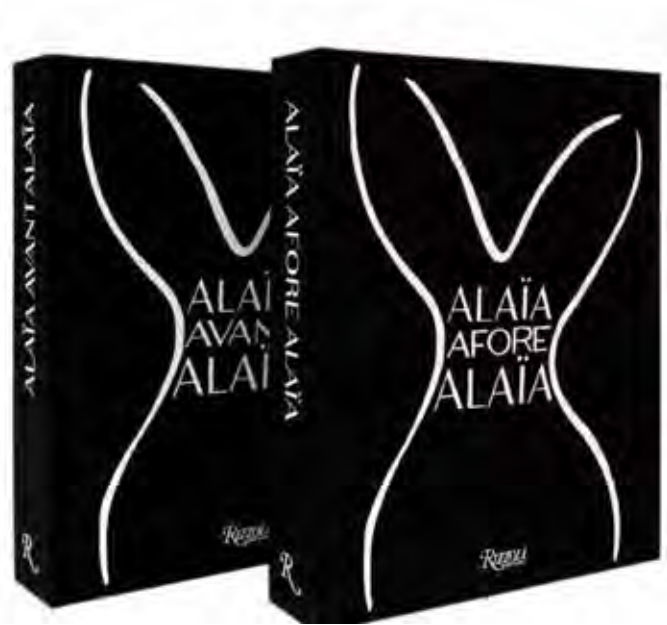
PUBLICATION: SEPTEMBER 2022

23.5CM X 29CM

ISBN : 978-0-8478-7112-4

416 PAGES

Price: 90€



FRONT COVER OF ALAÏA AVANT ALAÏA

Mini-guide

A mini-guide to the exhibition was also published.

Price: 10€



THE WORK OF AZZEDINE ALAÏA

The primary mission of the Foundation is to conserve, preserve and showcase Azzedine Alaïa's work as a couturier. We conserve an outstanding archive covering all of Alaïa's collections from the 1980s to 2017. A team of qualified archivists is in charge of its conservation in compliance with fashion museum rules.

Early 2022 saw the handover of the newly fitted out storage facilities at the Foundation, with a floor area of 800 sq.m.

Items stored outside the Foundation were moved in-house, and the teams were able to accommodate almost 9,000 items. 3,000 of these were inventoried and re-packed. Over half the palettes stored in the Paris suburbs were sorted and moved into the seven new storage rooms.



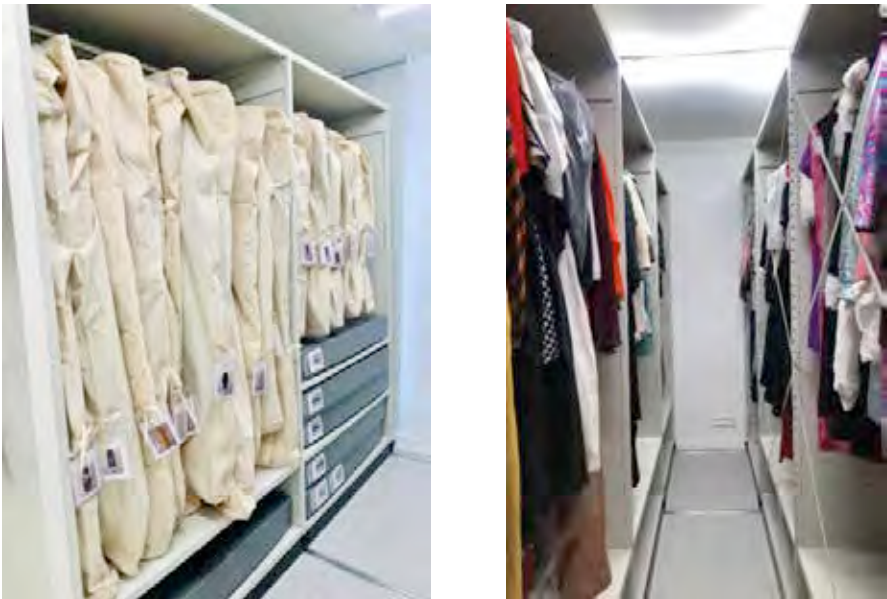
THE NEW STORAGE FACILITIES AT THE FOUNDATION

FASHION, ART, DESIGN, PHOTOGRAPHY & BOOK COLLECTIONS

Like the **Alaïa collection**, the **History of Fashion collection** benefits from new storage facilities fitted out with Compactus shelving.

Among the “heritage” pieces (estimated to comprise about **9,500 pieces**):

- **800 pieces** designed by Adrian, Balenciaga, Madeleine Vionnet, Elsa Schiaparelli and Grès have been processed, photographed, checked and inventoried in the database.



THE NEW STORAGE FACILITIES AT THE FOUNDATION

DONATIONS

The Foundation has received a **donation from Madame Baxter**, the granddaughter of the writer Louise de Vilmorin, who was a friend of Azzedine Alaïa.

It is a long-sleeved V-neck Alaïa dress that belonged to Louise de Vilmorin, made of navy blue organza embroidered with an intertwined pattern of navy blue sequins.

This is an haute couture piece made specially for **Louise de Vilmorin**.



Mme Bresch-Combes has donated an asymmetrical stole with black fox fur sleeve by Worth to the Foundation.

DOCUMENTARIES

Azzedine Alaïa un couturier français

A 53-minute documentary **directed by Olivier Nicklaus** was filmed in March 2021 for Arte. It features exclusive interviews with Jean-Paul Goude, Farida Khelfa, Christoph von Weyhe, Caroline Fabre-Bazin, Olivier Saillard and Carla Sozzani.

Produced by Slow Production and ARTE
With the participation of: TV5Monde, AVROTROS

After being broadcast on TV5 Monde at the end of 2021 in Latin America/the Caribbean, Asia, the Pacific, Africa, North Africa and the USA, the documentary was presented in early 2022 in France.

A preview organised by ARTE was held on 28 January 2022 at the Luminor Cinema near the Foundation, followed by a visit to the exhibition Alaïa avant Alaïa.



It was shown at 35/37 rue des Francs Bourgeois on 13 November 2022 as part of the ASVOFF Festival.

PRESS

Sources: 2e Bureau

- MfFashion.com (Italie) – 2 décembre 2021
- L'Obs – 6 au 12 janvier 2022
- A Shaded View on fashion.fr – 13 janvier 2022
- FashionUnited.fr – 19 janvier 2022
- FashionUnited.in (Inde) – 19 janvier 2022
- Palacescope.com – 19 janvier 2022
- FashionUnited.nl (Pays-Bas) – 20 janvier 2022
- HarpersBazaar.tr (Turquie) – 20 janvier 2022
- Vogue.fr – 20 janvier 2022
- Pambianconews.it (Italie) – 24 janvier 2022
- WWD.com (USA) – 24 janvier 2022
- Francetvinfo.fr – 25 janvier 2022
- Generationnouvelle.net – 25 janvier 2022
- GovaStileto.gr (Grèce) – 25 janvier 2022
- MadameFigaro.fr – 25 janvier 2022
- Connaissancedesarts.com – 27 janvier 2022
- Gala – 27 janvier 2022
- Journalduluxe.fr – 28 janvier 2022
- Theshocknews.com (Grande-Bretagne) – 28 janvier 2022
- WWD.com (USA) – 28 janvier 2022
- Nowre.com (Chine) – 30 janvier 2022
- Elle.tr (Turquie) – 31 janvier 2022
- Glamazonia.br (Brésil) – 31 janvier 2022
- Glow.gr (Grèce) – 31 janvier 2022
- Magazineantidote.com – 31 janvier 2022
- Ancre.fr – 1er février 2022
- L'éventail (Belgique) – 1er février 2022
- Paris 1234 – 1er février 2022
- Culturemodesan11.fr – 3 février 2022
- Le Week-End/Le Vif (Belgique) – 3 février 2022
- Madame Figaro – 4 février 2022
- Manintown.com (Italie) – 4 février 2022
- Modemonline.com – 4 février 2022
- Telerama.fr – 4 février 2022
- Tlife.gr (Grèce) – 6 février 2022
- Paris.fr – 7 février 2022
- Télérama Sortir – 7 février 2022
- Franceinfoculture.fr – 9 février 2022
- Lifo.gr (Grèce) – 10 février 2022
- Lebonbon.fr – 11 février 2022
- Artribune.it (Italie) – 12 février 2022
- Circogreco.gr (Grèce) – 13 février 2022
- Passage des arts (télévision) – 13 février 2022
- Fashion-spider.fr – 21 février 2022
- 1enviedailleurs.fr – 22 février 2022
- Lefigaro.fr – 22 février 2022
- Le Figaro – 23 février 2022
- Télérama Sortir – 26 février 2022
- FD Persoonlijk (Pays-Bas) – 26 février 2022
- Paris Capitale – 1er mars 2022



AZZEDINE ALAÏA DANS SON ATELIER, RUE DE BELLECHASSE, 1976.
PH. DE BRIGITTE MUUS, SIPA PRESS.

MEDIA COVERAGE OF THE EXHIBITION “ALAÏA AVANT ALAÏA”

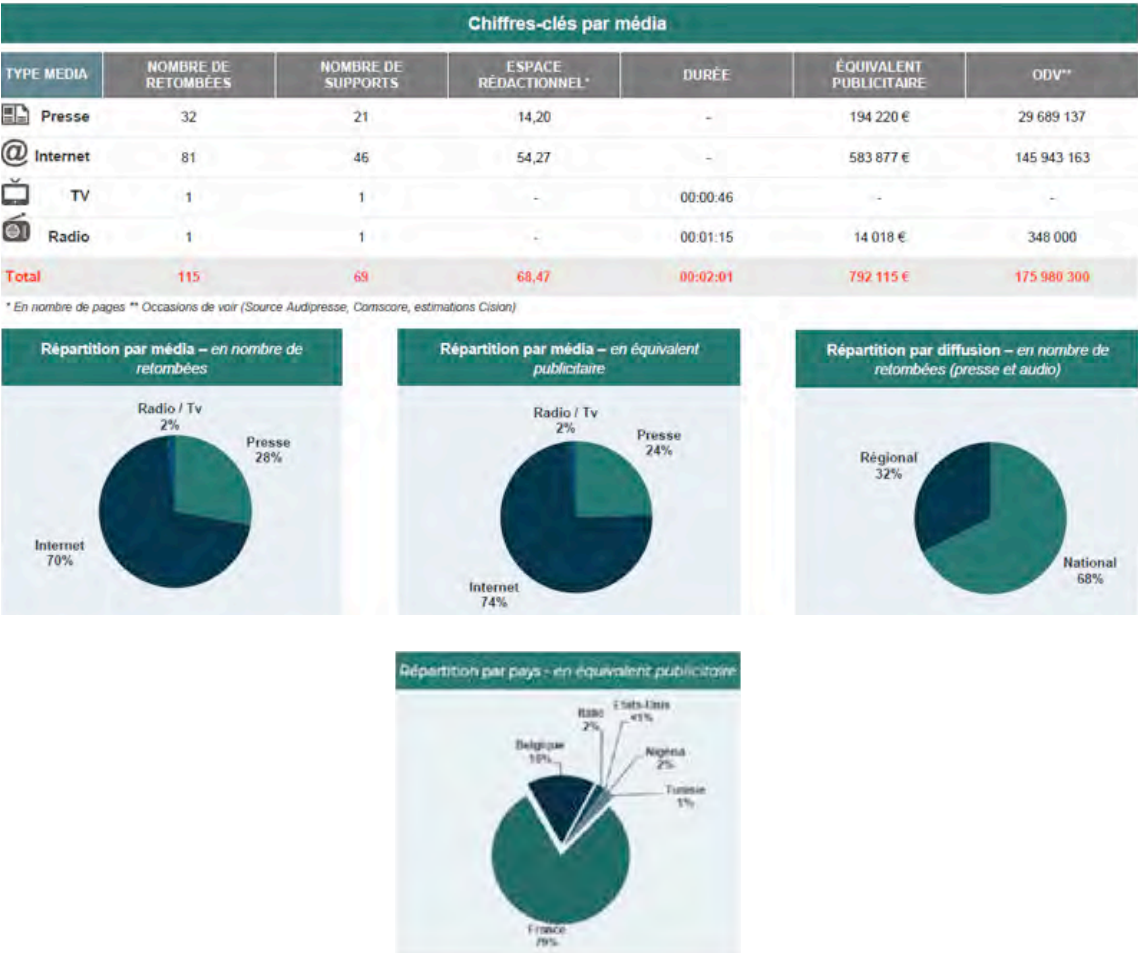
The combined notoriety of **Azzedine Alaïa** and **Peter Lindbergh** attracted extensive media coverage in 2021: **175 articles** with equivalent advertising **value of 2,104,416 €**.

“**Alaïa avant Alaïa**”, the exhibition devoted to the couturier’s formative years, **was covered 115 times**, representing advertising **value of almost 800,000 €**.

There were two high points in the media coverage:

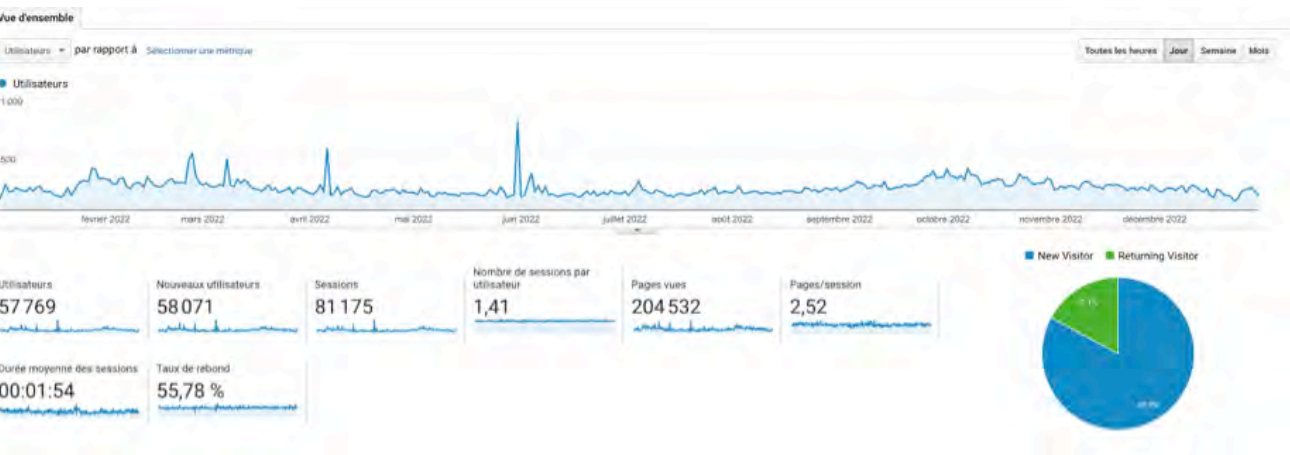
- When the exhibition opened: Le Figaro devoted an article to Alaïa avant Alaïa titled “La vie d’Azzedine avant Alaïa racontée au fil d’une exposition parisienne et d’un documentaire” [Azzedine Alaïa’s life story told by Paris exhibition and documentary]. Several websites covered the exhibition, looking back at the great couturier’s career and highlighting the exhibition devoted to him ([telerama.fr](#), [francetvinfo.fr](#), [lecho.be](#), [libération.fr](#)).

- When the book came out in September: The monthly magazine Le Courrier de l’Atlas published a 2-page feature on the exhibition titled “De Azzedine à Alaïa” [From Azzedine to Alaïa]. Several media sources ranked the exhibition in their top 5 exhibitions to visit ([vogue.fr](#), [challenges.fr](#), [yahoo.com](#)). The website [lapromessedunstyle.fr](#) devoted a 6-page feature to the show with several illustrations. Among 11 mentions in the media in September, [sortiraparis.com](#) recommended the exhibition to its readers.



DIGITAL

The website

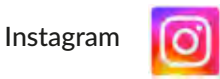


Pays	Acquisition		Comportement		
	Utilisateurs	Nouveaux utilisateurs	Sessions	Taux de rebond	Pages/session
	57 769 % du total 100,00 % (57 769)	58 121 % du total 100,00 % (58 071)	81 175 % du total 100,00 % (81 175)	55,78 % Valeur moy. pour la vue 55,78 % (0,00 %)	2,52 Valeur moy. pour la vue 2,52 (0,00 %)
1. France	38 161 (65,07 %)	38 004 (65,39 %)	54 519 (67,16 %)	54,82 %	2,46
2. United States	4 212 (7,18 %)	4 171 (7,18 %)	5 256 (6,47 %)	68,17 %	2,27
3. United Kingdom	1 879 (3,20 %)	1 834 (3,16 %)	2 389 (2,94 %)	59,82 %	2,32
4. Italy	1 840 (3,14 %)	1 803 (3,10 %)	2 671 (3,29 %)	47,32 %	3,16
5. Germany	1 518 (2,59 %)	1 487 (2,56 %)	2 115 (2,51 %)	52,48 %	3,39
6. Netherlands	1 195 (2,04 %)	1 176 (2,02 %)	1 501 (1,85 %)	58,69 %	2,33
7. Belgium	1 133 (1,93 %)	1 104 (1,90 %)	1 565 (1,93 %)	54,50 %	3,14
8. Switzerland	886 (1,51 %)	869 (1,50 %)	1 112 (1,37 %)	53,96 %	2,70
9. Spain	751 (1,28 %)	744 (1,28 %)	967 (1,19 %)	49,33 %	2,65
10. Tunisia	729 (1,24 %)	723 (1,24 %)	919 (1,13 %)	67,90 %	1,93

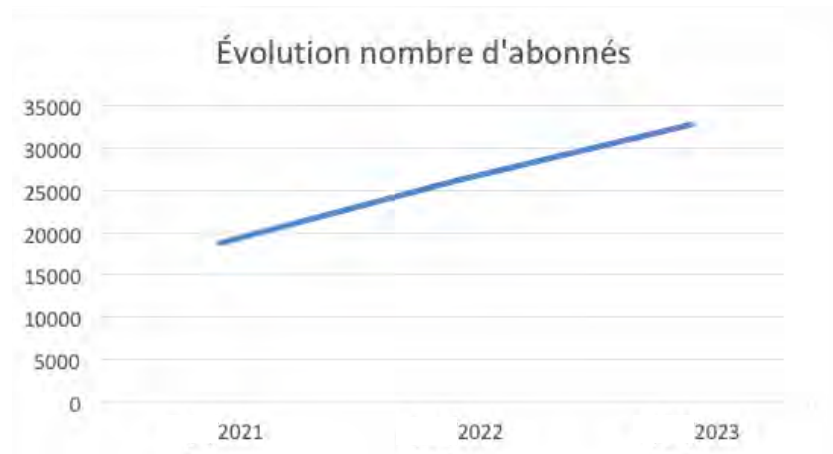
Traffic to the Foundation’s website has grown by 6% compared to 2021 with a total of 58,000 users.

New visitors per group of channels mainly come from organic searches recognised by Google, Bing and Yahoo. The rest are direct users already familiar with the website.

DIGITAL



Subscriber growth



Fondation Azzedine Alaïa

18 Rue de la Verrerie, Paris

4,6 ★★★★★ 269 avis

Les avis n'ont pas été validés. ⓘ

Thèmes qui reviennent souvent

Tous les avis robes 11 exposition 11 café 11 sublime 7 + 6

Trier par

Avis les plus pertinents Les plus récents Les meilleurs Les moins bons

C Claudia Zanzi
35 avis · 110 photos
★★★★★ il y a 5 mois

Nous avons été très bien accueilli
Très bel endroit avec une librairie et un café.
Cela valait vraiment le coup de voir l'exposition du grand couturier Azzedine Alaïa, bravo, bravo ... [Plus](#)
Visité en novembre 2022



REFURBISHMENTS CARRIED OUT IN 2022

BUILDING AT 7, RUE DE MOUSSY

Handover of “Azzedine Alaïa”
storage facilities

The 7 storage areas were handed over in January 2022



FONDATION AZZEDINE ALAÏA STORAGE FACILITIES

BUILDING AT 14, RUE DE LA VERRERIE

Roof renovation

The roof at 14, rue de la Verrerie was in a very poor state of repair and often leaked.

BEFORE RENOVATION



March – July 2022:

Removal of asbestos pipes, complete renovation of zinc roofing, renovation of wrought-iron elements.

BUILDING AT 14, RUE DE LA VERRERIE

July 2022: handover



BUILDING AT 14, RUE DE LA VERRERIE

Renovation of façade

The façade at 14, rue de la Verrerie was seriously damaged and there was a risk of water seepage.

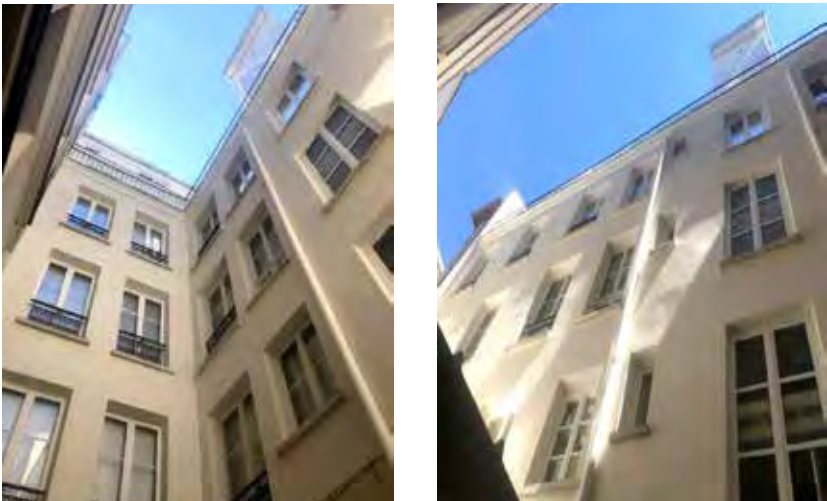
BEFORE REFURBISHMENT



March – July: renovation work



July: handover of renovated façade



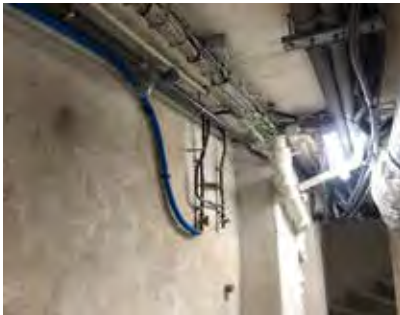
BUILDING AT 14, RUE DE LA VERRERIE

Basement

The basement at 14, rue de la Verrerie was cluttered and did not comply with electrical and fire safety standards.

The aim was to fit them out as men’s and women’s staff changing rooms and storage areas including storage for books.

BEFORE REFURBISHMENT



March – September 2022: complete renovation (floors, electricity, paintwork, ventilation, fire safety)



Handover October 2022



BUILDING AT 14, RUE DE LA VERRERIE

5th floor

BEFORE REFURBISHMENT



Handover November 2022



Handover November 2022

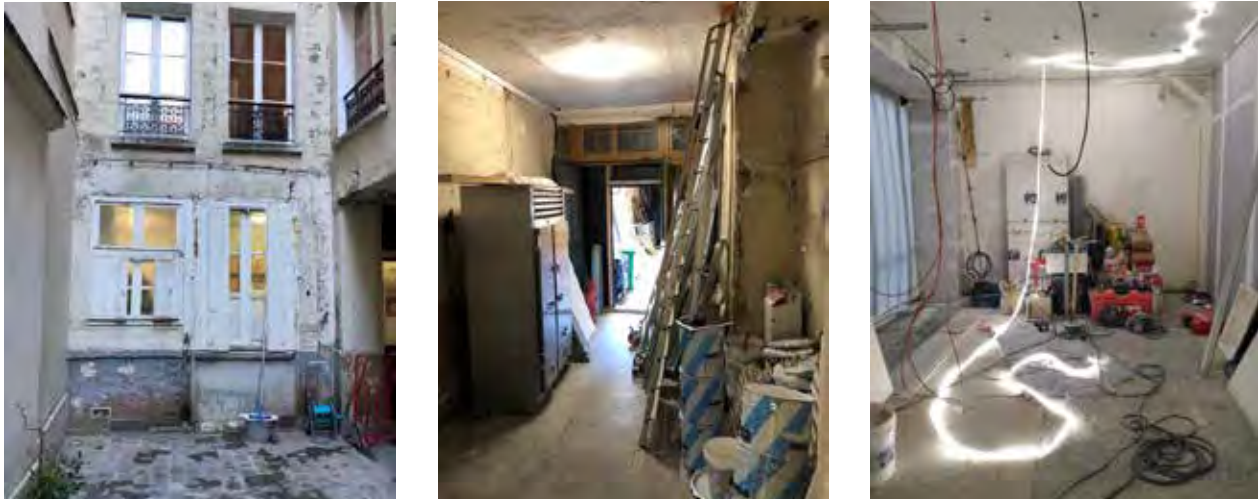


BUILDING AT 14, RUE DE LA VERRERIE

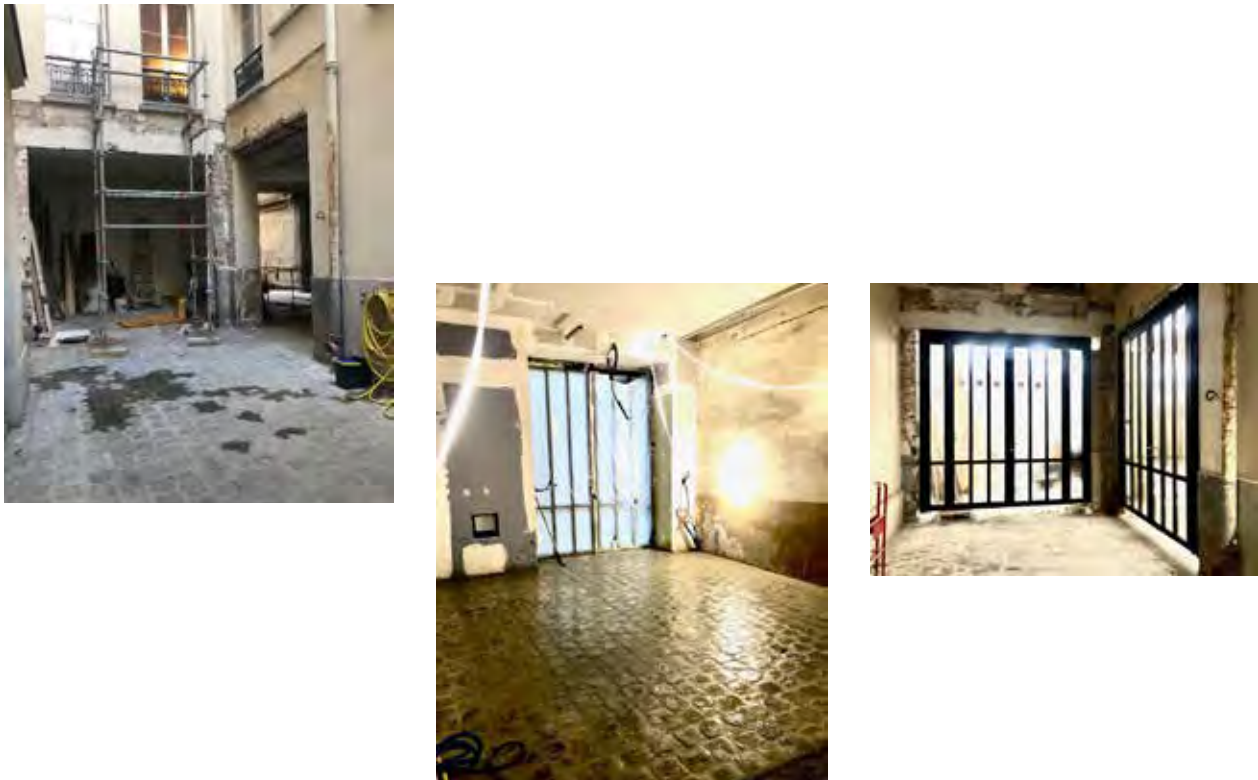
Bookshop and café extension

This section of the building was in poor condition, failed to comply with electrical and fire safety standards, and was underused.

BEFORE REFURBISHMENT



Renovation work September – January 2023



Handover February 2023



NEW BOOKSHOP AND CAFÉ,
PH. SYLVIE DELPECH





Coordination and writing
Bénédicte Breton

Graphic design
Claudio Dell'Olio

Cover photo:
Azzedine Alaïa at the Tunis School of Fine Arts, 1951.



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