



Monica

Press kit

www.monica.fr



Monica, fashion designer in Paris

« Fashion is dying, but vintage is reliving. I expect a new fashion, but vintage will never disappear. »

Monica creates **vintage-inspired clotheslines** in this spirit. She distinguishes herself with her original, timeless and ultra feminine creations.

Biography

At the early age of seven, Monica was inspired by the elegance of her mother, which wore beautiful floral dresses. She was already dreaming of entering the world of fashion. Teenager, she drew satin jackets in her bedroom and graduated from l'École Nationale Supérieure des Arts Décoratifs of Paris.

She got her first stylist job at Vager-Nastat Real, the boutique that dressed Brigitte Bardot. In 1971, she launched her own brand, Monica. She created clothes for the singer Dani, for her first show at the Olympia.

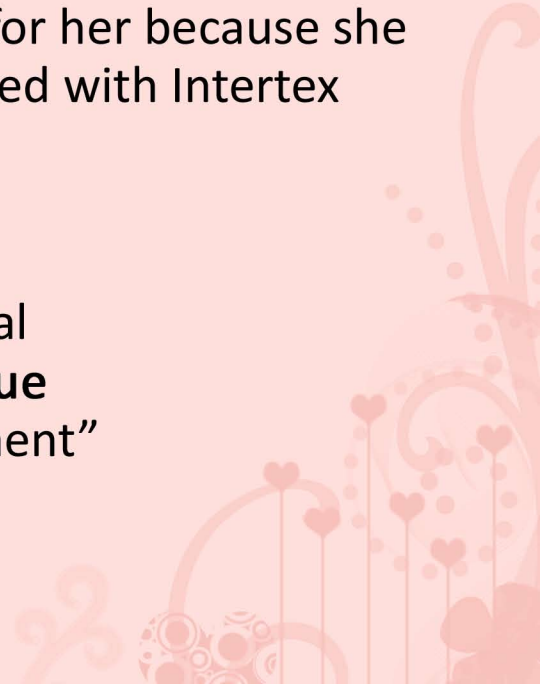


Biography

After that, Monica worked at Charles X, a **private mansion** near the Champs-Élysées. She dressed **international celebrities** such as Caroline de Monaco and Jacqueline Bisset. Supermodels Inès de la Fressange and Farida Khelfa wore Monica tailors and bustier dresses in many **fashion shows**. Monica is also known for her famous t-shirts collection designed with a “basket-shoe”. Her clients from everywhere in the world love that collection, which has been imitated many times.

In 1980, Monica signed a partnership with **Walt Disney** France for the creation of wedding dresses and embroidered sequined tuxedo. Monica had the opportunity to create illustrated t-shirts with cartoons specially designed for her by the Disney team. It was a real chance for her because she loves the marvelous world of Walt Disney since her childhood. She also worked with Intertext France (**Fruit of the Loom**) with the label “Monica Diffusion”.

In 2004, Monica launched her **famous spangled skirts** collection. It was a real **success- story all around the world**. In 2007, she opened her lovely **boutique showroom** located at 14, Mont Thabor Street, in the classy “1er arrondissement” of Paris, near Place Vendôme.



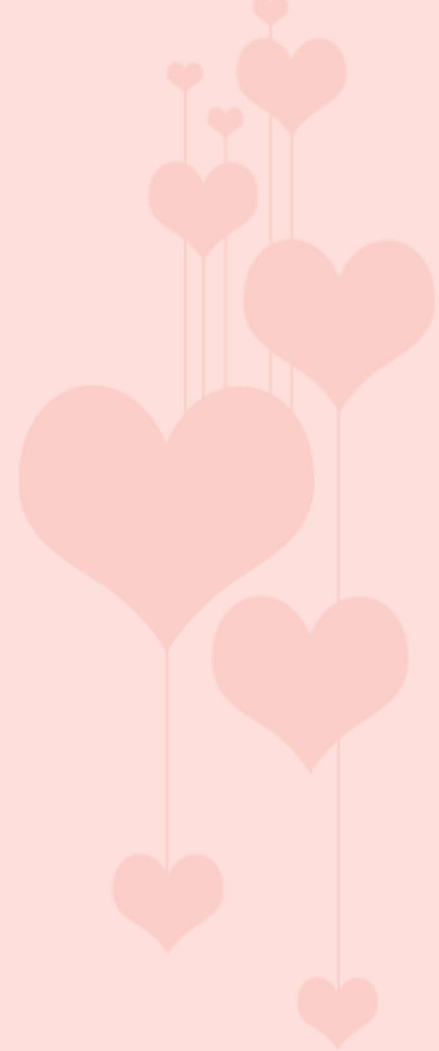
Monica, the brand

Vintage, glamour, kitsch, chic, romantic... Monica mixes freely different styles.

Her clients are **independent, romantic and self-confident women**. These women from all around the world find original and quality skirts, dresses and t-shirts at Monica's.

Her inspirations?

Musicals, 50s famous american actresses, Walt Disney... With her artist view, she recreates the **magic atmosphere** of a landscape or a special moment of her life.



Monica and the skirts

Since 2005, a success-story year, Monica's skirts fly from **Paris to St-Tropez, Ibiza to New York ...**

They are **made by hand**, with different fabrics: silk, cotton, velvet and cashmere.

Paint, spangled and embroidered, the skirts stand by their bright colors inspired from different cultures of the world.

Women love them for their whirling movements and their **classy little touch of craziness**.



Monica and the media

Lancel team chose **Monica's vichy dresses** to present their **B.B. Bag** during many launching events. The designer created a clothesline in tribute to **Brigitte Bardot**, as Lancel did with the B.B. Bag.



Lancel fashion show in St-Tropez
June 2010



TV show *Comment ça va bien* on France 2
June 2010

Monica and the media

Over the years, Monica's creations appeared in a lot of international magazines.



New Delhi skirt
VOGUE



Bambi skirt
MIRROR



Beach skirt
FEMME ACTUELLE



Mexico skirt
MADAME FIGARO

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