

Fashion Reboots: Can Paul Poiret still survive?

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Summary

This report analyses the stalled project of rebooting Paul Poiret in the twenty-first century. Paul Poiret was a French fashion designer working in the early two decades of twentieth century. He claimed to have freed women from corsets by bringing back the Empire line and oriental styles in his haute couture collection. His fame as well as his Maison disappeared after WWI and fashion swung towards the ideas of Coco Chanel. However, a Chinese designer Yiqing Yin has recently brought back the brand of Paul Poiret in the twenty-first century, though her role only lasted for two collections.

This report discusses the difficulty and challenge of rebooting Paul Poiret to fit modern taste and acquiring a successful market position. Part One discusses fashion reboots in general by focusing on historical and marketing views. It also casts some light on the trend cycles to observe where Paul Poiret might fit in modern fashion hierarchy. Part Two discusses the history and significance of Paul Poiret; the reason why he is known as “king of fashion” and his extravagant parties. Parts Three and Four focus on reviving Paul Poiret: the first half will look at Yin’s redesigns of Paul Poiret in Fall 2018 and Spring 2019, before concluding with my own ideas about Poiret-inspired clothing for the 21st century.