



皮尔·卡丹中国传奇

pierre cardin

A LEGEND IN CHINA

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内 容 提 要

本书借皮尔·卡丹品牌踏入中国 40 年之际，向读者介绍皮尔·卡丹先生——一位为中法两国文化交流作出杰出贡献的著名时装设计大师、联合国教科文组织名誉大使和法兰西学院终身院士，以及他在中国的传奇经历。所有这些头衔下，他更像一位探险家，孜孜不倦地通过各种探索来获得灵感；一位艺术大师，在无尽的宇宙变幻中找到了自己的色彩；一位充满正能量的文化使者，将时尚文化传播到世界各地。

本书适合服装专业院校师生、相关从业人员以及时尚爱好者参考学习。

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写在皮尔·卡丹 进入中国市场 40 周年

今年是改革开放 40 周年，也是世界服装名牌“皮尔·卡丹”进入中国 40 周年。40 年前，皮尔·卡丹先生来到北京，开启了他中华大地传播服饰文化之旅。我有幸见证了皮尔·卡丹进入中国的历史时刻，也对后来皮尔·卡丹品牌在中国市场的发展运营颇为关注。

1978 年，中国大地一声改革开放的春雷震惊世界。当时的中国轻工业部牵头行文，会签三部委，邀请皮尔·卡丹先生来华。卡丹先生高瞻远瞩，以非凡的眼光看待崛起的中国，欣然应允，遂率队来到中国。1979 年先后在北京、上海隆重演出七场时装表演。

时隔不久，卡丹先生带领意大利 GFT 西装公司再度访华，并在天津合资兴建了天津达西装公司。产品一经面市便供不应求，迅速占领了高端西服市场相当比例的份额。

天津达西装公司成功运营以后，皮尔·卡丹公司又将其时装产、供、销系统工程引入中国，开创了国际品牌在华授权代理的先进模式。随即皮尔·卡丹品牌在中国市场迅速铺展，广大消费群体从认知到认可再到青睐，皮尔·卡丹走出了一条成功的道路。

1993 年初，首届“中国国际服装服饰博览会”在北京举办。皮尔·卡丹、瓦伦蒂诺、费雷三位设计大师出席了在天坛祈年殿的开幕仪式。次日，江泽民在中南海紫光阁接见了三位设计大师。此举史无前例。

三位设计大师回国后，将在中国的所见所闻制作了一套光盘，并在美国 CNN 电视台反复播放，向世界传递一个声音：“中国真的改革开放了！”节目播出后，收视率颇高，反响巨大。

综上所述，皮尔·卡丹先生是当之无愧的中西服饰文化传播的使者、传承的大师、践行的精英，不愧为当代中国乃至全世界服装业界的楷模，他的丰功伟绩必将载入史册。

中国华服文化研究院院长 朱秉臣

2018 年 5 月 3 日

Written on the occasion of the 40th anniversary of Pierre Cardin's entrance into the Chinese market

2018 embraces the 40th anniversary of both China's reform and opening-up policy and the entrance of the world famous brand—Pierre Cardin into the Chinese market. 40 years ago, Mr. Pierre Cardin arrived in Beijing to initiate his promotion journey in China equipped with the most profound clothing culture. I was lucky enough to witness that historical moment and have been following Pierre Cardin's business operations in Chinese market ever since.

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Shortly afterward, Mr. Pierre Cardin paid another visit to China, introducing an Italian company for men's suit—GFT and set up a joint venture—Tianjin Jin Tak Company. The first batch of products was far from enough to meet the demand and it soon occupied quite a share in the field of high-end suit.

Seeing the successful operation of Tianjin Jin Tak Company, Pierre Cardin gradually introduced into China its advanced system of production, supply, and marketing for fashion, being the first to adopt the model of international brand setting up an authorized licensee in China. Rapid market expansion followed

swiftly with increasingly more customers recognizing and endorsing the brand value and quality, Pierre Cardin pioneered a route to success.

In early 1993, Beijing held the first China International Clothing & Accessories Fair. Three fashion gurus—Pierre Cardin, Valentino, and Ferré attended the opening ceremony at the Hall of Prayer for Good Harvests in the Temple of Heaven. The following day they were received by Jiang Zemin in Zhongnanhai which was unprecedented.

After going back, they compiled all that they've experienced and witnessed in China into a set of CDs and to be played repeatedly at CNN in the U.S., for the purpose of passing one message to the world—"China has really opened up!" This program received sensational ratings and feedback once aired.

In a word, Mr. Pierre Cardin well deserves the title of ambassador for bringing together Chinese and Western clothing cultures, inheriting great legacies and executing best practices. As a role model in the apparel industry for contemporary China and the whole world, Mr. Pierre Cardin's glorious achievement will certainly go down in history.

Zhú Bingchen

Dean of Traditional Chinese Clothing Research Institute

May 3, 2018

感谢您，皮尔·卡丹先生

1983 年，皮尔·卡丹先生在北京民族文化宫的一场时装表演，让我知道了什么是时装模特，并萌发了组建时装表演队的想法，这件事，一干就是 35 年。从 1989 年开始为皮尔·卡丹先生制作时装表演至今已经 29 年了，他成为我服务时间最长的客户。

皮尔·卡丹，是一个伟大的名字。早在 20 世纪，这个名字就已经成为集设计大师、艺术家和企业家为一体的代名词。

作为设计师，皮尔·卡丹先生创作的“几何构成”元素时装，至今仍然是高级时装的经典代表作，受到三代时尚女性的追捧；他的男西装反上肩工艺和立领连身袖衬衣工艺成为世界时装工艺史上的典范和服装教学的案例。

作为艺术家，皮尔·卡丹先生创作的音乐剧、芭蕾舞剧、建筑设计、艺术品和古堡的收藏、剧院和酒店的设计等都成为跨界艺术之精品。

作为企业家，皮尔·卡丹先生在全球率先创造了品牌授权加盟的商业模式，涉及时装、玩具、建材、文具、食品、餐厅等多个领域，缔造了“皮尔·卡丹王国”的辉煌业绩，让普通百姓获得享用世界名牌的机会。

皮尔·卡丹的艺术作品和其创造的商业模式是我们人类巨大的宝贵财富。40 年前，当中国改革开放的序幕即将拉开的时候，皮尔·卡丹先生作为第一位西方设计师带着“时尚”来了；20 世纪 90 年代初期，皮尔·卡丹先生破天荒地把中国女孩陈娟红送到了美国世界超级模特大赛的赛场，让世界惊艳，为今天进入世界超级模特排名榜的杜鹃、刘雯、何穗等中国姑娘做了完美的前期铺垫。

21 世纪伊始，皮尔·卡丹先生，唯一的一位国际时装设计大师，把向全球时装发布的首秀机会放在了敦煌、放在了 798 艺术区、放在了北京明城墙、放在了黄河石林……一次又一次地放在了具有独特中国元素的场地，通过他的作品和秀场向全世界展示出中国文化和资源的辉煌与精深。

今天，皮尔·卡丹先生又与上海芭蕾舞团共同创作、出品了芭蕾舞剧《马可·波罗——最后的使命》，作为上海芭蕾舞团的保留节目，再一次以舞台艺术形式为中国喝彩。

的确，皮尔·卡丹先生伴随着中国改革开放的轨迹一路相随，熠熠生辉，是最值得我们尊重的国际时尚艺术大师。

张舰

时尚编导、北京服装学院硕士生导师



皮尔·卡丹先生与张舰先生在巴黎
Pierre Cardin and Jerry Zhang in Paris

Thank You, Mr. Pierre Cardin

In 1983, a fashion show by Mr. Pierre Cardin at the Cultural Palace of Nationalities in Beijing enlightened me on the idea of fashion models and inspired me to build a career out of setting up a model team. It has been 35 consecutive years since I embarked on it, and 29 years of curating fashion shows for Mr. Pierre Cardin, that has made him my most senior client.

Pierre Cardin is a name representing greatness. As early as in the 20th century, it has become a symbol for the combination of master designer, artist, and entrepreneur.

As a designer, Mr. Pierre Cardin created the fashion trend with geometric elements, which still stands as the classic representative of haute couture today adored by fashion women; his technique of opposite shoulder in men's suit, as well as stand-up collar and raglan sleeves for shirts has become the paragon in the world history of clothing craftsmanship and classic cases for teaching.

As an artist, Mr. Pierre Cardin produced many fine interdisciplinary art pieces in fields of musical, ballet, architecture, collection of artworks and castle furnishings, and design of theatres and hotels.

As an entrepreneur, Mr. Pierre Cardin was the first to create the business model of franchising by an authorized licensee globally, involving various industries such as fashion, toys, construction materials, stationery, food, and restaurants. By creating the glorious feat of "Pierre Cardin Kingdom", it also enabled ordinary citizens to enjoy the top-notch quality of world famous brand.

The artworks and the business model by Pierre Cardin are invaluable assets

in the history of humankind. 40 years ago, at the dawn of China's kick-off of the reform and opening-up, Mr. Pierre Cardin visited China with his "fashion" as the first western designer; in the early 1990s, Mr. Pierre Cardin made an exception in sending Chinese model Chen Juanhong to the World Super Model Contest held in the U.S., whose stunning performance laid a perfect foundation for today's Chinese models to enter world rankings such as Du Juan, Liu Wen, and He Sui.

At the beginning of the 21st century, as the only international fashion designer, Mr. Pierre Cardin chose to hold the first shows of his fashion release at places with unique Chinese elements—Dunhuang, 798 Art Zone, Beijing Ming City Wall, Yellow River Stone Forest... Through the integration of his work and the venue, he unveiled the profound and magnificent Chinese culture and resources to the whole world.

Today, Mr. Pierre Cardin, together with Shanghai Ballet, produced a modern ballet drama called *Marco Polo—the Last Mission*. As the repertoire at Shanghai Ballet, once again it is a revelation of Mr. Pierre Cardin's endorsement on China's national strategy through stage art.

It is without doubt that Mr. Pierre Cardin has witnessed and accompanied the journey of China's reform and opening-up with his glamorous achievements, being a fashion and art tycoon deserving our most heart-felt respect.

Jerry Zhang

Fashion Director

MFA Supervisor at Beijing Institute of Fashion Technology

我认识的卡丹先生

20 世纪 80 年代，在位于北京崇文门饭店三楼的中影广告公司做摄影的我，下楼去马克西姆喝杯咖啡，这是一件特洋的事儿，也是在那里我接触到了皮尔·卡丹这个品牌。

皮尔·卡丹是中国改革开放以来第一个进入中国的西方服饰品牌。其实我们国内消费者尤其是年轻人只知皮尔·卡丹西装，对“皮尔·卡丹王国”并不了解，我有幸为卡丹公司拍摄，才有机会接触并进一步了解到“卡丹王国”的过去和现在。

在法国，皮尔·卡丹是高级定制，其对象是政客和达官显贵。在全球，卡丹先生成功地将他的品牌推向前苏联、中国、古巴等非西方国家并得到这些国家消费者的认同。他既是设计师、艺术家，又是极其成功的商人。从总统府、名店街、香街剧院、圣图安工坊到普罗旺斯的拉考斯的别墅群，萨德古城堡再到戛纳丢勒镇的游艇码头、别墅群、球形建筑……皮尔·卡丹是一个集设计、时装、香水、家居、地产等于一身的名副其实的大企业家。

连旭
时尚摄影师



皮尔·卡丹先生与连旭先生在敦煌
Pierre Cardin and Didier Lian in Dunhuang

Pierre Cardin Through My Eyes

In the 1980s, I was working as a photographer at China Film Advertising Company located on the 3rd floor of Chongwenmen Hotel in Beijing. It was considered quite chic to go enjoying a cup of coffee downstairs at the Maxim's, where I first got to know the brand Pierre Cardin.

Mr. Pierre Cardin was the first western Fashion designer to enter China after the reform and opening-up, but Chinese customers, especially the younger group had limited knowledge about the whole "Pierre Cardin Kingdom" except for its suits. I was lucky enough to provide photography service for this company and thus more informed of its past and present glory.

In France, Pierre Cardin is defined as haute couture and targets mainly at higher class customers such as politicians and officials. Globally, Mr. Pierre Cardin successfully promoted his brand in non-Western countries such as former Soviet Union, China, and Cuba, receiving positive feedback from its customers. His identity includes designer, artist, and extremely successful businessman. From presidential palace, luxury brands avenue, theatre on Avenue des Champs-Élysées, and workshops at Saint-Ouen to the Château de Lacoste in Provence-Château de Marquis de Sade, Marina at Théoule town in Cannes, villas and Palais Bulles, Mr. Pierre Cardin is a brilliant entrepreneur delving in fields of design, fashion, perfume, furnishing, and real estate.

Didier Lian
Fashion Photographer

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