

# Paul Poiret 'Le Magnifique'

## Visionary, Impresario, and Interior Designer

*'Am I a fool when I dream of putting art into my dresses, a fool when I say dressmaking is an art ... For I have always loved painters, and felt on an equal footing with them. It seems to me that we practice the same craft and that they are my fellow workers.'* Paul Poiret, *Autobiography, My First Fifty Years, 1931*



Often referred to as 'King of Fashion' and the first 'interior designer' in the modern sense, Paul Poiret harnessed and promoted the talents of artists such as Raoul Dufy and designers and illustrators including Georges Lepape and Paul Iribe, to form his innovative Martine workshop. Never afraid to be different and cutting edge - whether being the first designer to market his own perfume brand, abandon traditional female corseting, or undertake an international promotional tour of his striking couture designs - the story of Paul Poiret is an exotic fairytale of the early twentieth century imagination.

Even today, the sheer daring of Poiret's vision and range of his couture designs are astounding. Historic photographs will be used alongside paintings, fabrics, interiors and accessories to position this extraordinary designer and patron of the arts within the context of early twentieth century art and design.





