

Press Release

*couture*design

Arblu and Pierre Cardin: a collaboration between design and fashion in the name of innovation

PIERRE CARDIN signs the Arblu capsule collection: haute couture meets Made in Italy transforming into furniture, space, atmosphere. Haute couture and design come together in a harmonious blend of creativity, savoir-faire, sartorial expertise, and experimental vision. From the catwalks to high-profile residences, Pierre Cardin by Arblu is a project that seamlessly blends fashion and design.

The first capsule was presented at the Fuorisalone, in Arblu's MetroQuality space in via Solferino 24 - Brera Design District - recounting a stylistic universe in which shapes and colours blend with functionality and aesthetics, a contamination inherited from the world of fashion.

The museum setting with its evocative name highlights *couture*design PIERRE CARDIN products by Arblu and the maison's historical products. Among the capsule products, 'La Clé' is a piece of furniture that embodies the encounter between colour and form, enhancing the originality and customisation that characterise Arblu's approach to design. The composition is a distinctive element, born from the desire to reinterpret a form cherished by Rodrigo Cardin, the creative director of the Maison. This form transcends time, finding itself in the signs of the past and present, from fashion to design, to objects and accessories.

The washbasin, light point and semi-circular mirror fit into an ideal dimension where functionality is expressed in its purest essence. The idea of wrapping them with two truncated and opposite pyramids is not only an aesthetic choice, but a design expedient to emphasise the heart of the whole: a central sphere that becomes a visual and symbolic fulcrum. 'La Clé' is available in two colour combinations: Blu Light with Blu Profondo and Paprika with Scarlatto, to give character and personality to any environment.

The exhibition *couture*design also includes the **Lune** cabinet; rounded sides, fronts and top integrate in perfect harmony the special handle that takes up the shape of the circle, a recurring geometric element in CARDIN's creations.

Milan Design Week saw the presentation of the renewed iconic **Dorian** freestanding mirror, protagonist of the first historic cover that Time magazine dedicated to a designer, in 1974, which was Monsieur Cardin himself. *"A synthesis of the Maison's creativity yesterday and today. - These are the words of Rodrigo Cardin- A mirror to ask questions to or from which to get answers, a reflection of ourselves that prompts us not only to see, but to look. At the same time, however,*

simply a shape, one of the many designed by my uncle but, perhaps, the perfect one. Not the Vitruvian man of Leonardo's memory, or perhaps even a little of that, but the everyday man that can reflect its beauty, which is not dictated by age, shape or "wealth", but by that elegance that each of us carries within us."

The installation also includes elements linked to the creative identity of the Maison, such as haute couture dresses and a selection of the Maison's iconic fragrances, including 'Pour Monsieur', launched in 1972, which marked PIERRE CARDIN's entry into the world of men's fragrances.

Also unveiled in the exhibition space are two representative pieces of the Parisian Maison, '**Arbre de Lavande**' and '**Tramonto**' designed in 2016 by Rodrigo CARDIN, two of the main masterpieces of the famous designer's design collection. These works embody CARDIN's visionary aesthetic, fusing bold geometric shapes with a refined colour palette.

This artistic collaboration was born with the desire to undertake and explore new paths, new creative collaborations, emphasising the shared values of innovation and aesthetic research.

"Among the many things I've always shared with my uncle, which remain a legacy for our Maison, is the certainty that success in a complex job like ours is driven by creativity and the ability to continually renew it. I am simultaneously convinced that creativity is rooted not only in personal culture but also in professionalism and human relationships. In Arblu, I've undoubtedly discovered the former, and in its current owners, the latter. This translates into a shared perspective on life and work."

Combining Arblu experience in interior design with the stylistic heritage of PIERRE CARDIN, the project thus aims to celebrate the meeting of two creative worlds, offering furnishing solutions that are true statements of style and personalisation.

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Pierre Cardin

PIERRE CARDIN

'**Sculptures Utilitaires**' is the name of the collection of designer furniture designed by Studio Pierre Cardin from the 1970s to the present day. These are true sculptures that add utility to their decorative function. Cleverly concealed by their sinuous and fascinating shapes, the Sculptures Utilitaires are everyday furniture or accessories that find utility in everyone's home.

An effective exemplification that reveals the genius of the well-known designer, of Italian origin, who found his fortune, starting in Paris in the 1950s and in the immediate post-war period, at an international level also thanks to the innovations of which he was capable.

His was the birth of Prêt-à-porter, which brought the concept of fashion to everyone, regardless of social class; his was the idea of licences, also born in the 1950s and which allowed the brand to be present all over the world ... and his was the vision of furniture that was not a container, but a living and functional object, able to be seen and experienced 360°.

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Over the decades, the adjectives with which this brilliant designer has been defined have been wasted but, in this case, one above all seems to identify his distinct personality in the world of design: creator of forms.

This, surely, was the link between his world and that of his nephew Rodrigo, who wanted to be next to him for the last 25 years of his life.

The Maison PIERRE CARDIN, following the death of its almost centenarian founder and after 70 years since its creation in 1950, is today run by designer and engineer Rodrigo who, alongside Pierre Cardin, has been able to further develop his consolidated creative talent already incredibly similar to that of his uncle who, as soon as he got to know him, had him direct and design the entire interior design and accessories sector.

RODRIGO CARDIN, also originally from the Veneto region, was motivated by his uncle to continue his work as a designer and to develop his talent, undoubtedly drawing on his technical and creative aptitudes from his degrees in engineering and music. He has signed, for example, the Pierre Cardin eyewear collection since 2010, the Sculptures Utilitaires together with other accessories since 2000, and now that he has succeeded him (by the founder's own will) at the helm of the Maison, he devotes great attention to these objects, of 'common use', which, thanks to his 'pencil' are transformed, once again, into works of design in respect of the tradition of the inventor of the Fashion Space Age and like him, feeding a constant tension towards innovation and the avant-garde in the service of creativity.

A new piece has been added to this journey that will soon take us to Casa Cardin: bathroom furniture. One of the most intimate places in a home, where everyone wants to feel at ease but also in an elegant and welcoming environment.

Thanks to the encounter with a leading company in the sector, Arblu, attentive to technological innovation and quality, an extraordinary combination has been created that will offer the market 'new forms' for welcoming and unique bathrooms.