

paco rabanne

Paris, 6 June 2012

The Paco Rabanne House announces the appointment of Lydia Maurer as the new Artistic Director of its Women's Ready-to-Wear.

After graduating from the Studio Berçot design school in Paris, Lydia Maurer worked, amongst others, for both Yves Saint Laurent and Givenchy before taking on the Direction of the Paco Rabanne Studio in November 2011.

The Paco Rabanne House declares: 'We are very happy to welcome Lydia Maurer. Her determination and her unique sensitivity in terms of the artistic and experimental universe of Paco Rabanne are going to enable us to pursue the renewal of our House in the long term. We are confident that her personal vision and talent will position Paco Rabanne amongst the most desirable avant-garde fashion brands in the very near future.

Lydia Maurer confides: 'It is a great honor to be taking on the artistic direction of such an emblematic house at the heart of Parisian creation. Monsieur Rabanne created his clothing as a means of expressing the singularity of each woman. He invented a timeless, unique and sensual style inspired by art and architecture. This is the ongoing creative spirit that I wish to convey in my work for the House.'

Lydia Maurer will present her first Spring/Summer 2013 collection in Paris this upcoming October.

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