

# *Prudence*

## *Millinery*

***Hat designer for Vivienne Westwood, Biba, Julien MacDonald,  
Yves Saint Laurent, Gucci & Lacoste***

**Press release September 2008**

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## History of Prudence



A graduate of New York's Fashion Institute of Technology and a former assistant buyer for the Associated Merchandising Corporation, Prudence left New York and moved to London in 1986. After working as a free-lance fashion stylist, Prudence trained for several years in couture millinery. All of her hats are made in the classical manner using only traditional millinery techniques. Prudence designed her first collection for spring 1991 under her own label, Prudence, and received orders from Bergdorf Goodman and Henri Bendel both in New York. In November 1990 she was asked by London designer Vivienne Westwood to create the hats for her autumn / winter 1991 collection and has been working with Vivienne ever since. She was also asked to design models for Balenciaga in Paris. In May 1991 she had her first international cover for Italian Vogue with a hat from her spring collection gracing the head of supermodel Linda Evangelista. After that followed many photographs and articles for various magazines and newspapers such as L' Uomo Vogue, British Vogue, Vogue Italia, Vanity Fair, Elle, W and Harpers & Queen. In 1993 she began designing ladies hats for Bond Street hatter Herbert Johnson and in that same year designed a spring collection for Joseph in Knightsbridge. Prudence now also designs and produces couture hats for men following the success of the Vivienne Westwood MAN collections and in winter 1996 Prudence and Vivienne Westwood won the *Best Accessories Award* for the MAN couture hats by the Fashion Council of America. Prudence worked with Tom Ford at Yves Saint Laurent and Gucci. She designed and produced all the pret-a-porter hats for Rive Gauche in Paris for men and women. Prudence has also designed hats for Sir Hardy Amies, London. She has also designed and made hats for such people as Jerry Hall, Rachel Welch, Diana Princess of Wales, Joan Collins, Hugh Grant, Lady Snowden, Linda Evangelista, Dior model Bettina, best-selling American author Nancy Friday, Duran Duran's Simon Le Bon and The Sex Pistols. She has created two collections for Balfour Hats and designed an exclusive collection for the store Le Bon Marché in Paris. Prudence has also taught couture millinery in conjunction with the Vivienne Westwood course at the Hochschule der Künste in Berlin and at Colorado State University, the Paris American Academy in Paris, the American Intercontinental University in London and at Mode Gakuen in Tokyo, Osaka and Nagoya. Prudence is currently designing her third knit hat collection with **Yoshikawa – boushi Inc.** in Japan, which will be sold throughout Japan at select **United Arrows** branches. She has worked with French sportswear label **Lacoste** designing and producing women's caps and bands for the spring / summer 2006 collections in New York. She also has been designing collections of hats for **Weave Toshi** sold exclusively at **CA4LA** and **Test** shops throughout Japan since autumn / winter 2006. Prudence has been designing and making hats for French designer **Charles Anastase's** since autumn / winter 2007. Prudence has also been working on the 2008 advertising campaign for **Lavazza** coffee. Her hats are featured in the ads for October and March in **Lavazza 2008 calendar**. Prudence has worked in collaboration with **Hankyu Department Store** company in Japan, designing and creating an exclusive collection of hats for the Japanese market. Since spring / summer 2008, Prudence has been designing and creating hats for **Hector Castro** at **Biba** and for **Julien MacDonald**. Prudence's hats for Vivienne Westwood have been featured in **Sex and the City**, the movie.



18 September 2008, " Red Label ", London SW5 7.30 pm

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#### Hats by Prudence

**To see all the hats designed by Prudence for Vivienne Westwood :**  
[http://prudencemillinery.com/prudence\\_millinery\\_vivienne\\_westwood\\_gold\\_label.htm](http://prudencemillinery.com/prudence_millinery_vivienne_westwood_gold_label.htm)  
[http://prudencemillinery.com/prudence\\_millinery\\_vivienne\\_westwood\\_man.htm](http://prudencemillinery.com/prudence_millinery_vivienne_westwood_man.htm)

**What Vivienne says:** “My clothes are uncompromising in the sense that they are what they are and are not trying to sell themselves to you. If you want them, they make you incredibly strong. But they are not asking you to want them – you have to decide, ‘yes, that’s what I am going to have.’ When you wear them, they make a statement about you: ‘I’m something to be reckoned with – take it or leave it’. They allow you to project your personality, and are quite theatrical in the sense that they are real clothes. They are well designed, but they give you a chance to express yourself. They are also inviting – people respond to them and want to come and talk to you when you wear them. The added bonus is you are not going to be bothered by conservative types coming up to you because they won’t.”

More info:

[http://www.londonfashionweek.co.uk/designers\\_details.asp?DesignerID=847](http://www.londonfashionweek.co.uk/designers_details.asp?DesignerID=847)



29 September 2008, 7:30 PM - Ecole Nationale Supérieure des Beaux-Arts - Salle Melpomène -  
13 quai Malaquais - Paris

press contact : [ania@viviennewestwood.co.uk](mailto:ania@viviennewestwood.co.uk)



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**To see all the hats designed by Prudence for Vivienne Westwood :**  
[http://prudencemillinery.com/prudence\\_millinery\\_vivienne\\_westwood\\_gold\\_label.htm](http://prudencemillinery.com/prudence_millinery_vivienne_westwood_gold_label.htm)  
[http://prudencemillinery.com/prudence\\_millinery\\_vivienne\\_westwood\\_man.htm](http://prudencemillinery.com/prudence_millinery_vivienne_westwood_man.htm)

"Gold Label"- is Westwood's demi couture line of ready-to-wear and made to measure pieces. Vivienne Westwood is fashion's chief architect of revolt. She was once queen of punk and is no stranger to the forms of sabotage that can pave the way for the next upheaval in style or taste. Her clothes are revolutionary and controversial. Her designs include intentionally twisted seams, intentionally badly cut clothes, designs intended to shock, deliberate contradictions of colour. She ignores conventional fashion directions and goes her own way. She is queen of the original: bustiers, mens kilts, cone-shaped bras as day wear; classical paintings on underwear; the mini crinoline, fake fur trains, woolly royal crowns.

More info:

<http://www.modeaparis.com/va/collections/2009eppap/index.html>

## Contacts

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**If you have any other inquiry please contact:**  
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**Our Website :**  
[www.prudencemillinery.com](http://www.prudencemillinery.com)

**Our fashion agenda  
( Shows and events to come )**  
[http://prudencemillinery.com/prudence\\_millinery\\_calendar.htm](http://prudencemillinery.com/prudence_millinery_calendar.htm)

**Fashion  
( Pictures of our hats for various designers )**  
<http://prudencemillinery.com/fashion.htm>

**Where to find us  
( list of stores throughout the world )**  
[http://prudencemillinery.com/prudence\\_millinery\\_where\\_to\\_find\\_us.htm](http://prudencemillinery.com/prudence_millinery_where_to_find_us.htm)

**General contacts & Map to our studio**  
[http://prudencemillinery.com/prudence\\_millinery\\_contact.htm](http://prudencemillinery.com/prudence_millinery_contact.htm)

**Press Articles**  
<http://prudencemillinery.com/press.htm>

**Schedule for shows Fashion Week & Pret a porter : 2008 / 09**  
London : [http://www.londonfashionweek.co.uk/designers\\_details.asp?DesignerID=847](http://www.londonfashionweek.co.uk/designers_details.asp?DesignerID=847)  
Paris : <http://www.modeaparis.com/va/collections/2009eppap/index.html>

**Prudence can be interviewed by appointment only**

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