

# *Prudence*

## *Millinery*

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

**Press release March 2009**

**Table of contents :**

**Page 2 : A brief history of Prudence**

**Page 3 : Our fashion shows in March**

- **Page 3 : Vivienne Westwood, Gold Label, 6 March, 4.30 pm, Paris**

**Page 4 : Special events in March to May**

- **Page 4 : Hats : An Anthology - Exhibition at the V&A Museum, London  
Porter Gallery From 24 February to 10 May 2009 -**

**Page 5 : Contacts**

## *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. Prudence is also making hats for Swiss born couturier **Saro**.



6 March 2009, "Gold Label", Fall / Winter 2009 – 10, Paris, 16.30 (4.30 pm )

press contact : [presse@viviennewestwood.fr](mailto:presse@viviennewestwood.fr)



### Hats by Prudence

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

Address : 7 place Vendôme - Paris 1<sup>er</sup>

**About Gold label Summer 09 collection :** In these hard times - dress up. Do it yourself!" said Vivienne Westwood in her handwritten show notes, before describing exactly how to with ideas including "badges (preferably with political slogans), and shawls, blankets, tablecloths, curtains, towels or a metre of beautiful fabric worn enfolded around you instead of coats or cloaks (plastic sheeting for the rain)".

And that's just what she did - the above teamed with striped men's boxers, ragged mesh cardigans and the aforementioned beautiful fabric (in silk pastel stripes or deep red), slung over one shoulder: a DIY toga.

But no matter how blase she tried to be, the talent that has kept Westwood in fashion's frontline all these years was plain to see: amazing gladiatorial heels with straps all the way up each leg, T-shirt-corset hybrids that were edgy and girly all at once and her brilliantly constructed corset dresses with a swathe of extra silk flung elegantly over one shoulder.

Westwood mixes things up with such confident nonchalance that you can't help be carried along with it - suddenly *Coronation Street* headscarves look right along side Amazonian swathes of leopard print and ragged net curtain dresses. Well maybe not right, exactly, but inspirational in their randomness. Die-hard Westwood fan, Tracey Emin, was whooping in the front row to prove it.

*Dolly Jones*

More info:

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

## Hats: An Anthology by Stephen Jones



Prudence's hats will be exhibited at :

**Hats : An Anthology**  
**V&A Porter Gallery**  
**From 24 February to 10 May 2009**  
At the Victorian & Albert Museum  
Cromwell Road, in South Kensington, London.

More info :

<http://www.vam.ac.uk/collections/contemporary/hats/index.html>

[www.vam.ac.uk](http://www.vam.ac.uk)

## Contacts

**Please direct all media inquiries to:**  
[pressoffice@prudencemillinery.com](mailto:pressoffice@prudencemillinery.com)

**If you have any other inquiry please contact:**  
[info@prudencemillinery.com](mailto:info@prudencemillinery.com)

**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 Paris Fashion Week – Winter : 2009 - 10**  
<http://www.modeaparis.com/va/collections/2009hapap/index.html>

**Prudence can be interviewed by appointment only**

**Press office : Tel : +44 (0)208 741 1279      +44 (0)785 327 7499**

**In case of emergency only, please contact :**  
**Sam Spiegel : 0753 362 9056**  
**International : 00 33 6 60 87 47 70**

*Studio 4, 24 Stamford Brook Avenue, London W6 0YD*

*telephone 00 44 (0) 785 327 7499*

[www.prudencemillinery.com](http://www.prudencemillinery.com)

[info@prudencemillinery.com](mailto:info@prudencemillinery.com)