

# *Prudence*

## *Millinery*

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

**Press release January February 2010**

**Table of contents:**

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

**From Page 3 :** Our fashion shows in January

- **Page 3 :** Vivienne Westwood, MAN, 17 January 2009, Milan
- **Page 4 :** Vivienne Westwood, Red Label, 21 February 2010, London

**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.



17 January 2010, "MAN", Fall / Winter 2010-2011 – Via Turati, 34, Milan, 2 pm

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



Hats by Prudence

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

**Address: Via Turati, 34 – Milan at 2 pm, 17 January 2010**

Westwood's global empire comprises the semi-couture line Gold Label, a ready-to-wear line Red Label and **Vivienne Westwood Man**, her collections for men. Her hats for Gold Label, Red Label and MAN are created by Prudence Millinery for Vivienne Westwood.

More info:

<http://www.cameramoda.it>





21 February 2010, "Red Label", Fall / Winter 2010-11, London, 19.30 (7.30 pm )

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



Hats by Prudence

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

**Address: TBC – London at 19.30 pm, 21 February 2010**

"Being English makes us unique as it is impossible for me to ignore British culture in my designs. The fabrics I use are often traditional British fabrics - English flannel and barathe wool, Irish linen, Scottish tartan. These fabrics benefit from classic British manufacturing techniques as represented by the Savile Row tradition. The VW signature orb symbolises the world, yet it is quintessentially British, part of the historical royal regalia held by the Queen during the ceremonial opening of Parliament. Our heritage definitely makes us special."  
*Vivienne Westwood.*



## Contacts

*Please direct all media inquiries to our Press Office (Contacts down below)*

*If you have any other inquiry please go to our Contact Page:*

<http://prudencemillinery.com/contact.htm>

*Our Official Website:*

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

*Our fashion Calendar:*

*( Shows and events to come)*

[http://prudencemillinery.com/prudence\\_millinery\\_calendar.htm](http://prudencemillinery.com/prudence_millinery_calendar.htm)

*Fashion, Couture Hats & Fashion Show:*

*( 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>

*Prudence can be interviewed by appointment only*

**How to contact our Press office:**

+44 (0) 753 362 9056

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

To help us fighting SPAM, please write "Press Office"  
in the subject field of your Email

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

*telephone 0044 (0) 785 327 7499*

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