

Prudence

Millinery

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

Press release March 2010

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



5 March 2009, "Gold Label", Fall / Winter 2010 – 11, Paris, 16.30 (4.30 pm)

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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

Address: Halle Freyssinet - 55 boulevard Vincent Auriol - Paris 13^e

About A/W 2009 - 2010: Her "do it yourself" theme of last season appeared again with blankets wrapped around models - but what was beneath them was far more interesting: black heeled boots that collapsed around the ankles and were shot with purple and blue lame; grey wool dresses pulled this way and rumbled that - get-up, throw it on and look enviably perfect and rebelliously dishevelled as only Westwood can do.

Nubbly wool leg warmers gave a shot in the arm to a trend that's been trying to take off for a couple of seasons - and they grew into full body stockings of purple crochet that only the model of figure will get away with.

Natural colours and fabrics - including the signature tweeds - were interspersed with disco glittering modern prints of red, blue and white - particularly strong on a padded coat. Tights, too, will be strong next season - these were matt yellow with brown curls all over them - they looked as good as they sound horrible.

Elegantly mannish jackets sat well with gorgeous flannel dresses that were swept around the hips in a wave, while one sequined jacket featured huge rubies all over it and was teamed with hessian trousers below.

Westwood makes pinstripe feel edgy - it did here again with the most aggressive heels we've seen; strappy and punky and sexy - and then almost immediately came a fine tweed coat of dark green that your grandmother would be proud to see you in. It's a delicate balance and she gets it just right.

Never sensible for long, she sent the next model out in a bigger version of Pammy's tutu with its back raised into a peacock tail.

Dolly Jones

More info:

<http://modeaparis.com/va/collections/2010hapap/index.html>

Contacts

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Our Website :

www.prudencemillinery.com

***Our fashion agenda
(Shows and events to come)***

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

General contacts & Map to our studio

http://prudencemillinery.com/prudence_millinery_contact.htm

Press Articles

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

Schedule for Paris Fashion Week – Winter : 2010 - 2011

<http://modeaparis.com/va/collections/2010hapap/index.html>

Prudence can be interviewed by appointment only

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