



« L'AUTRE JEAN »

Exhibit at Museum of Art and Industry in Saint-Etienne
October 26, 2012 – May 6, 2013



The Museum of Art and Industry invites avant-garde designers Marithé+François Girbaud to exhibit in Saint-Etienne. For the first time in France, the "L'autre jean" exhibit covers 40 years of collaboration combining technology and creativity.

Once again, the Museum of Art and Industry, in partnership with the **Biennale Internationale Design 2013**, spotlights fashion design and technical innovations in the textile and clothing sector.



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The museum will host an exhibit spotlighting the creations, research and industrial innovations by **Marithé Bachelier** from Lyon and **François Girbaud** from Mazamet (Tarn), an unusual couple that has led strong fashion movements around the world since the 70s. The exhibit focuses on the guidelines behind their designs that have become synonymous with their identity.

They have always been rebels that march to the beat of their own drum, and they are currently campaigning for their pioneer laser treatment applied to jeans, developed in 2003. Wattwash™ replaces water and chemicals in the treatment used to fade jeans, a process that itself was first industrialized by Marithé and François Girbaud in the 70s (the famous stonewash process).

Although jeans account for the label's main lines of research and industrial experimentation, they are not alone. Marithé+François Girbaud work with other materials like true alchemists, reinventing and changing the properties of leather, knits and new textiles. Their cuts and clothing assemblies create comfort and well-being, adapting elegance and ergonomics to the movement of nomadic, active, urban lifestyles. In the 90s, Marithé+François Girbaud updated codes for sportswear and 3-piece suits with the S.P.Q.R. city concept. In the 80s, the label invented their signature fly and today adds new identity to the label based on cuffs.

Marithé+François Girbaud crystallize and model new attitudes observed in the street to the point that they become part of clothing's cultural heritage: cowboy jeans, baggy jeans, shuttle jeans with their tapes, copied time and time again, seem like they have always been around, however, they are the label's original creations.

In an area of 700 m², the visitor will recognize or discover the label's rich universe through cult clothing from the House's archives, technical drawings and mood boards, advertising campaigns including the *Last Supper* controversy, or the unusual collaboration with Jean-Luc Godard, fashion shows as well as exclusive interviews and rare documents.

Marithé+François Girbaud are also part of the museum's permanent exhibit (ribbon, cycles and weapons). The museum has made the exhibit accessible to the general public, whether initiated or not to fashion, with an original analysis of the creative and manufacturing processes.

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