

Fashion Daily *news*

ENGLISH
INSIDE

L'hebdomadaire des professionnels de la mode et de la beauté



"LEE COOPER 100 YEARS" À DROUOT MONTAIGNE
15 AVENUE MONTAIGNE - PARIS - LUNDI 29 SEPTEMBRE 2008 - À 20H

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place of fashion, France isn't the most musical country in the world but it absorbs more influences than the US, for example, which tends to be more culturally self-referential." Frédéric Sanchez also attests to this musical cross-pollination which has made the reputation of French pioneers working day after day behind their turntables: "Music helps fashion to capture the spirit of the moment, and conversely, fashion shows are great labs for sound experimentation."

"It's not about just putting on two or three hot songs and that's it,"

states Gaubert. "My work is to translate the abstract into a sound image. I'm trying to give the audience an experience that complements what they're seeing." More than a simple metronome for models, the show soundtrack has become a subliminal ace in the hole for designers. "It's what sets the tone," enthuses Frédéric Sanchez (Martin Margiela, Prada, Givenchy...), "it's what gives the show its edginess."

A newcomer to the métier, Béatrice Ardisson made her name in musical branding. "Fashion revisits



codes and sometimes twists them around. What I do is similar, because I remix standards of all ages and origins," she says. An ex-stylist herself, she is attentive to the sources of inspiration of her clients, and speaks of a process of "co-creation". This is true of most sound design professionals who, over the years, have built up a rich complicity with their favorite designers. Laurent Godard, who connived with Lacroix for a quarter century and who has been working on other projects for the last two years, confirms: "I worked so much by feeling that just by

hearing a few bars, I knew instantly which designer it would be perfect for." Faithful to Jean-Paul Gaultier for over ten years, Thierry Pianeille defines his relationship with the designer: "He suggests ideas and songs to create what he calls "musical morphine." Gaultier is always on top of the latest music developments thanks to his sound designer, and is especially adept at trans-generational mixes; a melange of genres that lie behind the success of sound designers who you could say are "made in France".



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