



# TRIGÈRE

MAISON FONDÉE EN 1942

## MAISON TRIGÈRE

THE HOUSE OF TRIGÈRE IS THE SUBJECT OF MYTH. SOPHISTICATED, ELEGANT, AND TIMELESS, PAULINE TRIGÈRE FUSED THE LEGACIES OF FRENCH AND AMERICAN HAUTE COUTURE. REFERRED TO AS "AMERICA'S COCO CHANEL", TRIGÈRE DOMINATED NEW YORK FASHION FOR MORE THAN 50 YEARS.

BORN IN PARIS IN 1908, TRIGÈRE WAS APPRENTICED AT THE AGE OF SEVENTEEN TO THE HAUTE COUTURE SALON AT MARTIAL ET ARMAND IN THE PLACE VENDÔME. THERE, SHE LEARNED CAREFULLY GUARDED SECRETS OF DESIGN AND CONSTRUCTION, IMMEDIATELY SHOWING HER EXCELLENCE IN TAILORING AND A MASTERY OF THE FRENCH CUT.

CONCERNED WITH THE RISE OF HITLER, TRIGÈRE DEPARTED FROM PARIS IN 1937, DESTINED FOR BUENOS AIRES. DURING WHAT WAS TO BE A BRIEF STOPOVER IN NEW YORK, TRIGÈRE BECAME ENRAPTURED BY THE CITY AND RESOLVED TO SETTLE IN MANHATTAN. TRIGÈRE RECALLED, 'NEW YORK CAPTURED MY HEART'.

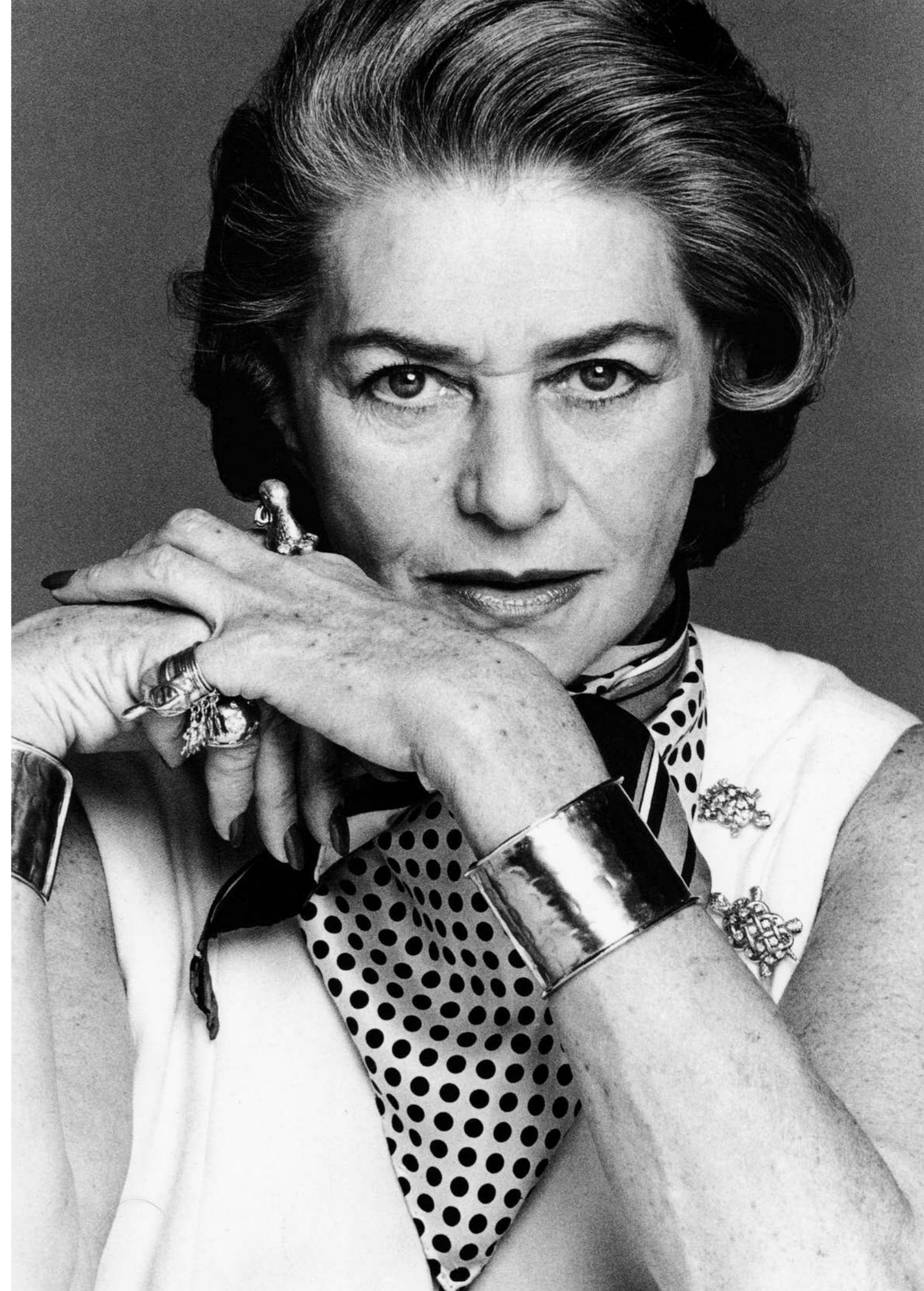
TRIGÈRE ESTABLISHED HER NEW YORK MAISON DE COUTURE IN 1942, ASSERTING AN ENTIRELY NEW DESIGN VOCABULARY. LIKE BALENCIAGA AND CHANEL, MADAME DESIGNED BY DRAPING AND CUTTING THE FABRIC DIRECTLY ON THE BODY OF A LIVE MODEL, EMPLOYING COMPLEX AND UNUSUAL CONSTRUCTION TECHNIQUES TO CREATE ELEGANT, SCULPTURAL SILHOUETTES. A TRUE VISIONARY AND MASTER OF CUT AND CONSTRUCTION, TRIGÈRE INVENTED THE SLEEVELESS COAT, THE REVERSIBLE CAPE, THE JUMPSUIT, AND THE EMBROIDERED SHEER BODICE.

IN 1962, TRIGÈRE ALONG WITH HUBERT DE GIVENCHY, WAS APPOINTED TO DESIGN THE WARDROBES OF THE ICONIC HOLLYWOOD FILM, "BREAKFAST AT TIFFANY'S".

ANOINTED BY THE PRESS AS "THE QUEEN OF FASHION", MADAME DRESSED THE MOST ELEGANT PERSONALITIES OF HER DAY. ICONIC TRIGÈRE WOMEN INCLUDED GRACE KELLY, AUDREY HEPBURN, THE DUCHESS OF WINDSOR, JACQUELINE KENNEDY ONASSIS, LEE RADZIWIŁŁ, LENA HORNE, ELIZABETH TAYLOR, JOSEPHINE BAKER, BETTE DAVIS, CATHERINE DENEUVE, MERYL STREEP, WINONA RYDER AND KATE MOSS. BOTH EUROPEAN ROYALTY AND HOLLYWOOD LEGENDS WORSHIPPED THE CULT OF TRIGÈRE.

TIME FINALLY CAUGHT UP WITH MADAME TRIGÈRE IN FEBRUARY 2002, WHEN THE 93-YEAR-OLD COUTURIÈRE PASSED AWAY AT HER STORIED NEW YORK CITY APARTMENT ON CENTRAL PARK WEST.

THE LEGENDARY MAISON TRIGÈRE IS REAWAKENING TO A NEW GENERATION OF TRIGÈRE WOMEN.



CREATIVE DIRECTOR  
FRANKLIN BENJAMIN ELMAN

FRANKLIN BENJAMIN ELMAN RESIDES BETWEEN MONTRÉAL AND EUROPE, SHUTTling FREQUENTLY TO MILAN, PARIS AND LONDON. A NATIVE OF MONTRÉAL, CANADA, HE IS A GRADUATE OF THE RHODE ISLAND SCHOOL OF DESIGN. SHORTLY AFTER GRADUATION, HE RELOCATED TO EUROPE WHERE HE ACQUIRED A STRONG FORMATION IN FASHION AND ACCESSORY DESIGN AND FOUNDED A NOTABLE COLLECTION OF LUXURY FOOTWEAR UNDER THE EPONYMOUS LABEL 'ELMAN'. OVER THE PAST 18 YEARS, ELMAN HAS WORKED AS A DESIGN DIRECTOR AND CREATIVE CONSULTANT FOR A SERIES OF DESIGN HOUSES INCLUDING DIOR, COSTUME NATIONAL, JIL SANDER AND RICK OWENS. HIS WORK HAS BEEN FEATURED IN AMERICAN VOGUE, VOGUE ITALIA, PARIS VOGUE, W, HARPER'S BAZAAR, VANITY FAIR, AND ELLE AMONG OTHERS. ELMAN'S DESIGNS FOR TRIGÈRE HAVE BEEN WORN BY SOME OF THE WORLDS MOST STYLISHLY ICONIC WOMEN, INCLUDING KATE MOSS, WINONA RYDER, SARAH JESSICA PARKER AND GIOVANNA BATTAGLIA ENGELBERT.



GIOVANNA BATTAGLIA  
IN TRIGÈRE



KATE MOSS  
IN TRIGÈRE





TRIGÈRE SPRING SUMMER 2019



TRIGÈRE FALL WINTER 2019 - 2020



TRIGÈRE SPRING SUMMER 2019

CONTACT:  
[ENQUIRIES@TRIGERE.COM](mailto:ENQUIRIES@TRIGERE.COM)

[TRIGERE.COM](http://TRIGERE.COM)

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