



WHY SUPER RICH FASHIONISTAS ARE NOT CRYING FOR PARIS SHOWS

French fashion designer Julien Fournie poses with his Czech model Michaela Tomanova during the shooting of a film designed in place of the fashion show.—AFP photos



One very select group of fashionistas were not crying into their cocktails when the Paris fashion shows were cancelled because of the coronavirus. The tiny group of super rich women who buy the ruinously expensive handmade creations that adorn the runways of Paris haute couture week knew that meant their favourite designers would have to come to them.

"I thought they would be upset," the French courtier Julien Fournie told AFP as he prepared looks for his film for the French capital's first virtual fashion week, which starts Monday. "But it was quite the opposite," he added. Haute couture's made-to-measure creations—which are only shown in Paris—can cost the price of a luxury sports car.

With no glitzy shows to go to this time, the jetset queens that usually patronise them expect their own personalised presentations in their palaces and penthouses. Fournie, who trained as a doctor before turning his passion and considerable anatomical know-how to couture, said he was used to flying to the Middle East and Asia with the head of his studio, Mademoiselle Jacqueline, for fittings and adjustments.