

## **CHARGEURS AND THE BROOKLYN MUSEUM STEP UP THEIR COLLABORATION**

PRESS RELEASE

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**Chargeurs as a partner of the Pierre Cardin exhibition event  
organized by the Brooklyn Museum**

**Chargeurs Philanthropies, lead patron of the exhibition “Pierre Cardin: Future Fashion”**

**Chargeurs Creative Collection recognized by the Brooklyn Museum for its one-of-a-kind know-how in museum sets**

**Chargeurs PCC Fashion Technologies at the spearhead of luxury and innovation**



*Matthew Yokobosky, Exhibition Curator, and Angela Chan, Managing Director of Chargeurs PCC Fashion Technologies,  
Standing in front of one of the visual artworks of the exhibition*

On the occasion of this new collaboration, **Michaël Fribourg, Chairman and Chief Executive Officer of Chargeurs**, said: *"Chargeurs is pleased to renew its partnership between its Foundation and the Brooklyn Museum, the iconic American art museum. This spectacular exhibition, which celebrates Pierre Cardin's innovative and universal spirit throughout his long international career, reflects the values of inquisitiveness and boldness of the Chargeurs Group with which we are sharing a commitment to innovation. We are honored to contribute to the exceptional production of this event through the services provided by Chargeurs Creative Collection, the world's foremost network of museum scenography champions."*

**Anne Pasternak, the Shelby White, and Leon Levy Director of the Brooklyn Museum**, said: *"We're so grateful to the Chargeurs group for their generous contribution to our exhibition, "Pierre Cardin: Future Fashion". The beautiful visual solutions supplied by Chargeurs Creative Collection help visitors to wonderfully immerse themselves in Cardin's futuristic style, and what better partner for this important fashion exhibition than a company whose innovative textile technologies are used worldwide."*

## **AN EXHIBITION EVENT THAT COMBINES INNOVATION, ART AND CULTURE**

"Pierre Cardin: Future Fashion" at the Brooklyn Museum is the first retrospective organized in the United States in 40 years dedicated to the work of the French fashion designer. On the 50th anniversary of Man's first steps on the Moon, the exhibition harks back to the inventive spirit of this couturier who is fascinated by space and who spent his entire life pushing back the boundaries of fashion and style, thus revolutionizing the fashion business. By designing haute couture and ready-to-wear, furniture and industrial drawing with futuristic patterns, Pierre Cardin has at the same time contributed to the outstanding international expansion and influence of his brand, through innovative promotional campaigns (such as the first catwalk organized on the Great Wall of China) and the establishment of a powerfully promoted international licensing system.

The exhibition showcases over 170 objects drawn from his atelier and archive and provides an intimate glimpse into more than 70 years of a prolific career, including historical and contemporary haute couture (including the celebrated Cosmocorps), prêt-à-porter, signature accessories, "couture", furniture, lighting, fashion sketches, personal photographs, and excerpts from television, documentaries, and feature films. The objects are displayed in an immersive environment inspired by Cardin's unique atelier designs, showrooms, and homes.

## **CHARGEURS PCC FASHION TECHNOLOGIES AT THE CUTTING EDGE OF LUXURY AND INNOVATION**

This unprecedented exhibition of Pierre Cardin's designs is an opportunity to highlight the major role played by Chargeurs PCC Fashion Technologies for the benefit of all global luxury brands as one of their preferred partners and suppliers. Its expertise in interlining and the excellence of its services, based on a global footprint, make it an iconic partner to its customers, who include the great names in the luxury industry, such as Chanel, Gucci, Hermès, Cardin and Dior.

## **CHARGEURS PHILANTHROPIES, LEAD PATRON OF THE EVENT THROUGH ITS CONTRIBUTION TO THE IMMERSIVE SETS DESIGNED BY CHARGEURS CREATIVE COLLECTION**

Chargeurs Creative Collection brings together a network of world leaders in museum scenography that are rejuvenating the scenographic offering by providing the most extensive range of services available to date, from exhibition graphic design to installation, set design and manufacturing.

As the event's lead patron, Chargeurs Philanthropies provided several immersive visual solutions created by Leach. Several spectacular reproductions of backlit photographs of models dressed in futuristic outfits thus convey to a resolutely "spatial" atmosphere.

In the wake of the event entitled *"Great French Writers Describe Masterpieces of Classical Painting"* organized at the Louvre in December 2018 and of the Frida Kahlo Exhibition staged by the Brooklyn Museum in February 2019, Chargeurs Creative Collection has once again seized the opportunity to deliver spectacular visual experiences that spotlight its unique and exceptional know-how.



## ABOUT THE BROOKLYN MUSEUM

The Brooklyn Museum is home to one of the most comprehensive and extensive collections in the United States, and is distinguished by outstanding contributions to exhibitions, scholarship and public service. The Museum's vast collections span 5,000 years and bear witness to human creativity in cultures around the world. The collection's treasures include collections from ancient Egypt, renowned for their valuable objects that enjoy worldwide recognition, and the "Arts of the Americas" collection, which is unparalleled in terms of diversity, ranging from Amerindian art and artifacts to Spanish colonial painting to American painting, sculpture and decorative objects of the 19th and early 20th centuries. The Brooklyn Museum is both a leading cultural institution and a community museum serving a wide audience. Located in the heart of Brooklyn, it embraces and celebrates the diversity of this borough and of New York City.

## ABOUT THE CHARGEURS PHILANTHROPIES

Created in 2018, the endowment fund Chargeurs Philanthropies is a core component of Chargeurs' philanthropic DNA. Keenly aware of the societal role it plays across 90 countries, Chargeurs has established its own foundation to strengthen its numerous commitments and activities to promote access to culture, health and education for the greatest number of people, as well as fostering intercultural dialogue.

The Foundation meticulously and passionately selects high quality projects with exceptional profiles.

By helping to foster the Group's values through its commitment, Chargeurs Philanthropies is turning out to be a key component of sustainable competitiveness that is boosted and developed by Chargeurs on a daily basis.



## ABOUT CHARGEURS

Chargeurs is a global manufacturing and services group with leading positions in four segments: temporary surface protection, garment interlinings, technical substrates and combed wool.

It has over 2,000 employees based in 45 countries on five continents, who serve a diversified customer base spanning more than 90 countries.

In 2018, revenue totaled €573.3 million, of which more than 90% was generated outside France.

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