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house of cardin

a documentary about the life and design of the legendary icon



house of cardin

SYNOPSIS



Millions know the iconic logo and ubiquitous signature but few know the man behind the larger than life label. Ultimately we seek to answer the question: Who is Pierre Cardin? What is the story behind this legendary icon? *House of Cardin* is a rare peek into the mind of a genius, an authorized feature documentary chronicling the life and design of Pierre Cardin. A true original, Mr. Cardin has granted the directors exclusive access to his archives and his empire and unprecedented interviews at the sunset of a glorious career.

directors' statement

BY P. DAVID EBERSOLE & TODD HUGHES

We are Cardinophiles. When we started to decorate our house five years ago we made a remarkable discovery: Pierre Cardin, who we had only known as the maker of our adolescent cologne, was also the maker of beautiful and sophisticated modern furniture. As we began to collect extraordinary Cardin pieces, we've got more and more interested, finding an entire new world of not just furniture but lifestyle.

Fate was with us and in the summer of 2017 we met the mythic man himself. Cardin has never wanted a biography written about him and had refused all offers of documentary. That is, until we looked into each others' eyes, and like he had done many years previously with Jean Paul Gaultier and Phillippe Starck, said yes to us on the spot. "When do you want to start?"

Making HOUSE OF CARDIN has been the adventure of a lifetime. It is no easy task to fit a 97-year life a 97-minute film. We have traveled around the world, following in his footsteps, where we discovered he was the first to seek to unite diverse cultures and people through the line and the cut of fashion.

Our cast was a dream, and though peppered with some very large personalities, surprisingly easy to secure. We had noticed that Naomi Campbell was one of the handful of current stars to wear vintage Cardin on the red carpet. We reached out to her and she said yes immediately, our first celebrity interview; and when she slipped on a 1969 Cardin target dress to wear on camera, our whole set swooned. Sharon Stone was a well-known friend of Jeanne Moreau, as the two had appeared on the cover of Paris Match together. We thought she could talk about the Moreau/Cardin relationship but discovered that Pierre Cardin had picked her out of a crowd when she was a young model and told her she was something special. She eagerly agreed to an interview and to wear vintage Cardin that was flown in from his museum in Paris. Jean Paul Gaultier was perhaps the most difficult to lock in, but only because of his busy schedule and his desire to not just squeeze us in between appointments, but rather to give us a full, thoughtful two hour interview. It was mind boggling to discover that Cardin had touched so many notable people, and that they all held him in such high esteem. When research revealed that musicians Jean-Michel Jarre, Alice Cooper and Dionne Warwick had all played at the Espace Cardin during its 52 year run, email inquiries were returned in record time with great enthusiasm to participate in the documentary, and all delivered uniquely interesting anecdotes, with a fierce admiration and respect for Mr. Cardin.

We are ecstatic that we were able to complete and premiere the film where Mr. Cardin can be in attendance in the city of his birth. More importantly, he sent us a lovely message after seeing the finished product for the first time to express his approval saying, "It's all true!". It was better than winning an Academy Award.

It is impossible to catalog all of his work and achievement, but we have tackled the challenge of asking the key question that guided us throughout: “Who is Pierre Cardin?”



p. david ebersole & todd hughes

DIRECTORS' / PRODUCERS' BIOGRAPHY



THE EBERSOLE HUGHES COMPANY

is a unique creative collaboration from the husband / husband team P. David Ebersole and Todd Hughes.

Producing and writing credits include work with HBO, Showtime, IFC and VH1, as well as live events like the Silver Lake Film Festival. The duo's directing credits include Fox Television, Sundance Channel, Lifetime, indie features, shorts, and music videos.

Recent features include their first documentary *Hit so hard* (2012) about drummer Patty Schemel of Courtney Love's seminal grunge band Hole. They are Executive Producers of the IDA award-winning *Room 237* (2013) which premiered at Sundance, was an official selection at the Cannes Film Festival. Their last venture, *Mansfield 66/67* (2018), is the first co-directing credit for the pair and it celebrates the legendary story of Jayne Mansfield's fateful last two years of life on the 50th anniversary of her death.

EBERSOLE HUGHES FILMOGRAPHY:

1994	DEATH IN VENICE, CA	2010	SWIMMING
1995	DING DONG	2011	HIT SO HARD
2000	STRAIGHT RIGHT	2012	ROOM 237 (executive producers)
2001	THE NEW WOMEN	2013	DEAR MOM, LOVE CHER
2003	VIOLATION (writers)	2014	A REUNION (executive producers)
2005	HUBBY/WIFEY	2016	ALASKA IS A DRAG (executive producers)
2006	HOT CHICKS	2017	MANSFIELD 66/67
2006	DESIRE	2020	HOUSE OF CARDIN
2007	WICKED WICKED GAMES		
2008	SOY MI MADRE (writers)		

cori coppola

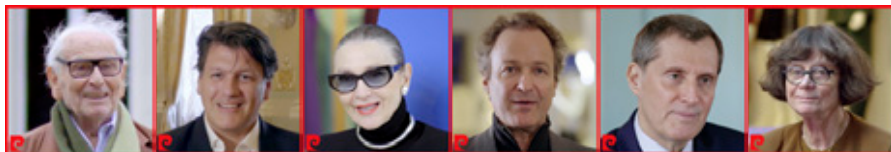
PRODUCERS' BIOGRAPHY



CORI COPPOLA is originally from Hollywood. Now based just outside of Paris, Cori spent the last eight years working as a professional freelance translator - primarily on documentary films that aired on Canal+, as well as professional documents for a foreign embassy based in Paris. Cori has worked, both stateside and in France, as a visual effects coordinator and producer on feature films and commercials for high-profile, international clients.

cast

HOUSE OF CARDIN



PIERRE CARDIN

RODRIGO BASILICATI CARDIN ARTISTIC DIRECTOR

MARYSE GASPARD DIRECTOR OF HAUTE COUTURE

MATTHEW GONDER AMERICAN BRAND AMBASSADOR

JEAN PASCAL HESSE DIRECTOR OF PRESS

RENÉE TAPONIER CURATOR OF MUSÉE CARDIN

AND ALSO:

PAUL FERENS

HAIBIN GONG

JOSÉE DAYAN

DANIELE MARTINI

LAURENCE BENAÏM

CLAUDE BROUET

AMY FINE-COLLINS

JOHN DELAIR

SERGIO ESPOSITO

FANG FANG

FABIENNE FILLOUX

THOMAS FILLOUX

PIERRE-ANDRÉ HÉLÈNE

ALAIN LEMEUR

PIERRE PELEGRY

SITI ZHENG

DACOB

BOB MERLIS

AMBER BUTCHART

CHRISTOPHER MOUNT

ALEXANDRA SACHS

FLORENT JEANNIARD

MICHAEL O'BRIEN

TONY GLENVILLE

YOSHIO HATTORI

MADAME YORI

JERRY XHANG

MARC CHUNG

NICOLA BONASIA

PIERRE COURTIAL

ANIELLO DE LUCIA

JEAN FRACHON

TAKAYUKI FUKAMI

GIANPAOLO GIANNOTTI

YLENG KEM

KIMIYOSHI MIURA

AKIRA NAKAMURA

RYOKO YASUI

cast

SPECIAL APPEARANCES



JEAN PAUL GAULTIER so impressed Pierre Cardin with his talent at age 17 that he was immediately hired to join his design team while still in high school. He has gone on to international acclaim as a French haute couture and prêt-à-porter fashion designer who, in 1982, founded his eponymous fashion label. Perhaps best known for designing costumes for Madonna during the nineties (including her infamous cone bra for her 1990 Blond Ambition World Tour), Gaultier credits Cardin as his earliest and perhaps most important mentor.



PHILIPPE STARCK brought his first furniture designs in 1969 to Pierre Cardin, the only modernist he knew at the time, and was instructed to go upstairs to his office to start work. A French designer known since the start of his own career in the 1980s for his interior, product, industrial and architectural design including furniture, Starck is a minimalist known for his interesting or unusual combinations of materials such as glass with stone, plastic with aluminum, and velvet fabric with chrome. A top leader in modern design, he has worked with world renowned brands such as Kartell, Alessi, and more, designing hundreds of furniture pieces and accessories.



SHARON STONE remembers Pierre Cardin singling her out when she was a shy young model of 20 years old in Paris, telling her she was special. His clairvoyance stuck with her for life as she went on to become one of the world's most sought after movie stars in films such as BASIC INSTINCT and CASINO. Later in her career, she became very close with actress Jeanne Moreau, who had been one of the main loves of Cardin's life. And as anyone can tell you, she sports a mini dress like no other.



NAOMI CAMPBELL is a supermodel of unparalleled success whose favorite designers include Mr. Cardin. In recent years, she has been photographed on the red carpet in vintage Cardin, and cites his fashions as “very today”. She also has made note of his role in the diversification of the runway, choosing models of color before any other couture house had the nerve. And for that, she is thankful.



JENNY SHIMIZU is, in her own words, “a tattooed, Japanese lesbian” model who feels certain that Cardin muse Hiroko Matsumoto, the first non-caucasian model to grace the catwalks of Paris, paved the way for her career. Jenny’s trajectory includes being discovered while working as a mechanic to model for Calvin Klein’s iconic CK One campaign with the likes of Kate Moss and Joe Dallesandro. A pioneer herself, she became the first Asian model to walk for the highly influential runway show for Prada and also became the first minority model to open their show.



DIONNE WARWICK had her first introduction to Cardin at the age of 20 when Marlene Dietrich visited her dressing room, trashing everything she had to wear to perform in, insisting that from here on out, she should only wear couture. With a career that includes such iconic songs as “Walk On By” and “Don’t Make Me Over”, Ms. Warwick is one of the most-charted female vocalists of all time, with 56 of her singles making the Billboard Hot 100 between 1962 and 1998, and 80 singles making all Billboard charts combined. Her young career was decidedly on an upswing when she performed at Espace Cardin in 1972, and she has never looked back.



GUO PEI, as the premiere up-and-coming Chinese fashion designer of her generation, collaborated with her idol Pierre Cardin on several musical fashion presentations in her home country. Now making a splash of her own in the highly competitive US and Europe markets, Guo Pei became an instant fashion star in her own right the moment Rihanna arrived at the Met Ball in her now iconic bright yellow cape gown. She namechecks Cardin as the influencer who brought color to a post-Mao world of only blues and grays, thus literally transforming the culture of her country.



ALICE COOPER is a rock icon whose avant-garde shows first found an unlikely home outside of the United States at the experimentally adventurous Espace Cardin. His legendary 1971 tour sparked riots worldwide, and it was Mr. Cardin himself who handpicked the rabble-rouser to present his theatrical show to a Parisian audience that may or may not have been ready. With his distinctive raspy voice and a stage show that features guillotines, electric chairs, fake blood, deadly snakes, baby dolls, and dueling swords, Cooper is considered to be “The Godfather of Shock Rock”.



JEAN-MICHEL JARRE is the music that Cardin plays to underscore many of his most memorable fashion shows, from the mid-70s to today. A pioneer in the electronic, and ambient genres, Jarre’s first success was the 1976 album “Oxygène”. Recorded in a makeshift studio at his home - supported by Cardin’s generosity - the album sold an estimated 12 million copies. Jarre has sold an estimated 80 million albums, he was the first Western musician officially invited to perform in the People’s Republic of China and he holds the world record for the largest-ever audience at an outdoor event for his 1997 Moscow concert, which was attended by 3.5 million people. A mutual love for one another’s work makes for perfect synergy between Cardin and Jarre’s respective futuristic visions of the world.



HANAE MORI is arguably one of the most significant designers in the history of Japan's fashion industry. She is one of only two Japanese women to have presented her collections on the runways of Paris and New York, and the first Asian woman to be admitted as an official haute couture design house by the Fédération Française de la Couture. Her fashion House, opened in Japan in 1951, grew to become a \$500 million international business by the 1990s. So, of course, it was Hanae Mori to whom Cardin turned when he first visited Japan in 1958 and it was she who introduced him to his eventual muse, the legendary Hiroko Matsumoto.



YUMI KATSURA is often referred to as the Vera Wang of Japan, in that her wedding dresses are the some of the most sought after gowns in not just her fashion-obsessed country but around the world. A young girl on a mission in the late 1950s to learn the tricks of her trade from Paris couturiers, she sought out a class by Mr. Cardin and learned how to cut on a bias as well as how to envision herself as a business woman. Both are skills she would use throughout her illustrious career, where she is able to claim that over 700,000 brides have worn a Yumi Katsura dress down the aisle.



KENZO TAKADA, the Japanese designer whose striking designs defined the 80s, went to his very first fashion show and met his very first fashion designer at Bunka Fashion School in Tokyo in 1959, the visiting professor Pierre Cardin! Impressed, Kenzo made his way forward to shake the hand of this handsome and elegant French designer, and dreamed himself of Paris, from that moment forward until he too made his mark as a renowned couturier.

house of cardin

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