



patrizia pieroni  
designer

**PHILOSOPHY** Fashion for me is always fruit of a dialogue between clothing and other forms of expression, especially Visual Arts.

I have always thought of my clothes in connection with works of art, movies, videos, photography.

I believe that fashion is not just an industry but the representation of period of time, a sort of ID of the historical moment when it was created.

My goal is to build a wardrobe which can survive to transitory trends, being 'modern' and easy to wear rather than a mere exercise of extravagance. Clothes well thought out and curated in every detail, at the same time, friendly with women's bodies and in harmony with their wardrobes.

**PRINTS** are the leitmotiv of all my collections. My sources of inspiration are very wide: my collection of vintage art books, design magazines or 'portraits' of everyday use objects.

My motto is dressing every woman between 20 and 80 years old. Therefore I want to create fashion that has more in common with design rather than the consumistic approach of creating clothes which follow the trends of the moment and end up in looking surpassed after a short life.

Another important point of my working method is my choice of materials: always high quality, mixing classics with innovative products.

My use of a paper-fabric, made with a special finish, has been very successful. With this material, I designed several pieces of 'metropolitan' clothing, all very versatile.

A group of these creations was given by the art gallery Bonomo in Rome to contemporary artists who 'decorated' them by adding their personal materic touches transforming my clothes in works of art. In April 2011 my Arsenale gallery hosted an exhibition of these pieces.

**FUTURE** Creating a fashion line always attuned with the evolution of clothing, using social media and apps to assure my collections the greatest accessibility.

I think that fashion today is a language which needs to be expanded to reach more people. I expanded my creativity also in the field of interior design using the experience of creating objects and furnishings for my gallery-shop over the years.

**ATELIER** From 1994 to 2019 my collections were sold in my gallery-shop in Rome, via del Pellegrino 172 and, until 2011, in my Paris shop at 24 rue de Poitou.

From this long history of a direct relationship with my clients, I took inspiration for an album of drawings of various women's types which will be published as an art book and will be the repertoire of images of a new brand of t-shirts, ceramics etc. called "femminilesingolare".

### **Biography:**

**October 2018**

*Presentation in Milan of the "femminilesingolare" brand, a new t-shirt brand designed from Patrizia Pieroni.*

**April 2011**

*Patrizia Pieroni moves "Arsenale" to via del Pellegrino n.172, one of the most exclusive streets of the Eternal City. Arsenale's new concept store offers a total white gallery which hosts exhibitions and art events.*

**March 2010**

*She opens her shop at 24 rue de Poitou, Paris*

**February 2008**

*Her collection is shown at the Hotel Bristol in Paris*

**From 2002 to 2008**

*Catwalks at AltaRoma's fashion week*

**July 2007**

*Exhibition "il sentimento del tempo" at the Maxxi Museum (Museum of XXI Century Art), Rome*

**September 2004**

*Celebration of Arsenale's 10th anniversary*

**October 1994**

*The "Arsenale" space opens in Rome, in Via del Governo Vecchio n.64*

**From 1986 - 1996**

*Patrizia Pieroni works as an Interior Designer in New York*

**TRAINING :**

*Academy of Arts and Scenography, Rome*