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THE DAY BEFORE

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NEW DAY BEFORE (THE)

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ARTE GEIE, STORY BOX PRESS

FORMAT
4 x 26', 8 x 52', 2009

AVAILABLE RIGHTS
TV - DVD - VOD - Non-theatrical rights -
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VERSIONS
English - German - French

TERRITORY(IES)
Worldwide except the USA for TV rights.

In this ten-part documentary series, Prigent chronicles the final 36 hours prior to crucial seasonal runway shows featuring creations by some of the fashion world's leading designers.

In SIGNE CHANEL (2005) and MARC JACOBS & LOUIS VUITTON (2007), documentarian Loic Prigent unveiled rare and refreshing glimpses behind the doors of some of the world's leading fashion houses. THE DAY BEFORE captures 10 different fashion houses 36 hours before a show. The backstage, the ateliers, the designer in studio, the fittings, the stress and the dramas occurring in this specific period of time. Each episode is totally different but tells the same story: how to create in a state of emergency? This is a never seen before full access story. Episodes in 52' : Sonia Rykiel, Jean-Paul Gaultier, Proenza Schouler, Fendi by Karl Lagerfeld, Donatella Versace, Diane Von Furstenberg, Isabel Marant, Lanvin. Episodes in 26' : Narciso Rodriguez, Jeremy Scott, Alexander Wang, Nina Ricci.



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- _____
NARCISO RODRIGUEZ
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PROENZA SCHOULER

- _____
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FENDI BY KARL LAGERFELD
- _____
JEAN-PAUL GAULTIER
- _____
LANVIN NEW HD
- _____
NINA RICCI
- _____
SONIA RYKIEL

ALEXANDER WANG

DIRECTOR
Loïc PRIGENT
COPRODUCERS

STORY BOX PRESS, SUNDANCE CHANNEL
LLC

FORMAT
1 x 26', 2010

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Internet

VERSIONS
English - French

TERRITORY(IES)
Worldwide except Canada.

At 26 years-old, Alexander Wang runs a multimillion dollar business, with the fashion world watching his every move.

With a strong vision and a large support team, his first-ever show to be broadcast in Times Square will be one of the most special moments in his career yet. Tension is up!



DIANE VON FURSTENBERG

Diane von Furstenberg has New York in the palm of her hands but also knows it takes a fight to keep the city captivated.

This Belgian designer is now the most powerful woman in fashion in the United States, and also the funniest. In the hours leading up to her Fall 2010 show, she orchestrates a team of stylists, artists and seamstresses to ensure that her collection puts the fun back into fashion...and never forgetting either her yoga sessions or her grandchildren. When the DVF world opens the doors, it's not an easy task!



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DONATELLA VERSACE

For the first time ever, Donatella Versace allows access to her creative process. From ateliers to fittings, and a pilgrimage to the bedroom of her late brother Gianni Versace.

Italian opulence and fantasy, driven by the mysterious and surprisingly fragile Donatella. Star quality and perfect handcraft are the keys of the Versace success. But in this time of economic crisis, Donatella has a lot to do. An intense glimpse into the life of one of the great fashion divas.



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FENDI BY KARL LAGERFELD

AUTHOR
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TERRITORY(IES)

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Milan ready-to wear: Karl Lagerfeld is designing for the famous Italian house since 1965. No one ever shoot him in Italia working for one of the oldest brand in the world.

In this episode, the Italian house of Fendi and its creative director Karl Lagerfeld prepare a Milan showcase of new Fendi fur, ready to wear and accessories. Private jet and Italian screams are the schedule for those last hours before the show. (shot March 2009)



NEW

ISABEL MARANT

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FORMAT
1 x 52', 2011

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TERRITORY(IES)

Worldwide.

The final preparations for the fashion show of a charismatic and amusing designer, whose fashion house is infused with a family atmosphere.

Try as she might to appear relaxed, the designer is so stressed she has put her back out. Isabel Marant, who is positively overflowing with vitality, created her label in 1994, and it met with almost immediate success. With 8 boutiques to her name and a 50% rise in turnover in the last 3 years, her company is one of the only self-financed French labels to have made its mark with its chic and generational clothes. So what is the recipe for her success? Marant replies in her gravelly voice: "I dress real girls, not fantasies or chauffeur-driven women!"



HD

JEAN-PAUL GAULTIER

Paris Haute Couture: "The day before: Jean Paul Gaultier Couture". 24 hours before the show, nothing is ready.

In this episode, France's Jean Paul Gaultier, renowned for his unforgettable costumes for Madonna and Kylie Minogue, mixes wit and magic in a Parisian haute couture show. The night will be long but when the magic happens it's almost a miracle. (shot July 2009)

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JEREMY SCOTT

Designer Jeremy Scott has conquered Paris and London and has dressed everyone from Madonna to Miss Piggy with his pop-cause-driven pieces.

While his collection is a success, his label is a personal struggle. Will his small, dedicated team in Los Angeles be able to handle New York?

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NEW

LANVIN

High pressure on a quest for perfection: the 48 hours leading up to the Lanvin fashion show, led by a maestro - Alber Elbaz.

Season after season, he notches up the levels on the applause meter, and can pride himself on having put Lanvin back on the international fashion scene. Alber Elbaz grew up in Holon, near Tel Aviv. He went on to work for Yves Saint Laurent. His sharp wit and an indecisiveness bordering on neurosis have earned him a reputation as the Woody Allen of the fashion world, yet he is considered to be one of the last grand masters of drapery. From the design studio to the ateliers, this film immerses the viewer in a creative marathon.

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HD



NARCISO RODRIGUEZ

DIRECTOR
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After dressing Carolyn Bessette-Kennedy and Michelle Obama, Narciso Rodriguez is the most haute couture designer in America.

He strives for perfection and expects nothing less from his overwhelmed team in the final hours before his Fall 2010 collection is revealed. Only one goal in the ateliers: to find perfection. Only one rule: do not cry!



NINA RICCI

DIRECTOR
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Nina Ricci just hired the very talented Mr. Peter Copping to revamp the house, starting with its DNA of femininity.

This will be his first major show and opportunity to present his vision - everything has to be perfect, from the venue right down to the shoes. But will it go off without a hitch? Stress, suspense and high hills!



PROENZA SCHOULER

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New-York ready-to-wear: They are the new icons of the american fashion. A boys couple. Young and cut. Anna Wintour of the Vogue loves them. Will she love this collection?

In this episode, Lazaro Hernandez and Jack McCollough, the young visionaries behind the edgy and elegant Proenza Schouler label, prepare to debut their Fall 2009 line.(shooted Feb 2009)



SONIA RYKIEL

AUTHOR

Loïc PRIGENT

DIRECTOR

Loïc PRIGENT

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Paris ready-to-wear: "The day before: Sonia Rykiel". The last hours before the 40th anniversary of the brand.

In this episode, France's "Queen of Knits," designer Sonia Rykiel, prepares to celebrate her independent family-owned firm's 40th anniversary with an October Parisian show. A lot of stress and emotions for Sonia Rykiel and her daughter CEO Nathalie Rykiel. (shot Oct 2008)



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