



ROBERTA<sub>DI</sub>CAMERINO  
VENEZIA

A woman with a strong personality, a neo-baroque style, velvet fabrics woven in the dark on ancient looms and since then only used for the home and Venice as a backdrop and inspiration. These are the main ingredients that make *Giuliana Coen* a genius of her time and beyond.

She changed the rules of fashion with the colours, the game, the graphic and the famous *trompe l'œil* she gave scarves, dresses and handbags on the catwalks all through the 60s. So visual deception with bows, buttons and fictitious embroidery will triumph.

Today the *Maison Roberta di Camerino* looks to the past with deep respect and admiration not only for the genius of its founder, but also for the endless inspiration that even today its collections can suggest through the foundation that holds an infinite amount of products dating back to the nineties.

In the modernity of the new collections, in fact, it is always possible to trace the distinctive features that make the Maison an important reality in the Italian fashion world. All products can still show the words *100% Made in Italy*, thanks to the know how of skilled craftsmen .

The R capitalized of the logo is composed by a twisted strap , the deep red, the dark blue and the pine green, the hinges and the clasps created by the specialists of the brass for the gondolas. These identifier are the link between the past and the present, between what the Maison was and what will be.



ROBERTA DI CAMERINO

VENEZIA

traits

The *Bagonghi* was the first velvet made model. The shape was inspired by the bags of nineteenth century doctors, working on their volumes, the central velvet insert ideally replacing the belt, while the central meridian evoked the buckle.

The rest of the story is told by the infinite colourplay which Roberta bestowed on the surface of the Bagonghi, but above all by the world market, with millions and millions of copies sold.

If Roberta di Camerino had not called it as the famous circus dwarf, the Bagonghi, the most famous bag of the world might bear the name of *Grace Kelly*. The Princess of Monaco was in fact the first great admirer of this bag.

In '59, after having become the princess of Monaco, Grace Kelly landed in Rome on an official visit, with a Bagonghi. The bag ended up on magazine covers: first of in the *European*. And Roberta di Camerino was a triumph. Since that day, all the women had wished what was dubbed “the princess bag.”



Grace Kelly | Cover of the newspaper *Europeo*, Rome, 1959

R as Roberta

1943 | Giuliana Coen, Roberta di Camerino, begins to create her accessories in a small workshop in *Venice*.

1950 | In *San Marco Square*, in Venice, the first store Roberta di Camerino was opened. Since then every big Italian city has had one.

1956 | She was rewarded with an Oscar fashion, the *Neiman Marcus Award*.

1959 | The Princess Grace of Monaco, on an official visit to Rome, had wore Roberta di Camerino Bangoghi since that day all the women have had a desire “*the bag of the Princess*.” The model Bagonghi becomes an icon.

1960 | She begins to create her famous outfits panel: for a single dress is used a real fabric panel printed trompe l’œil.

1963 | Her first show at the Sala Bianca of *Palazzo Pitti* in Florence. Roberta di Camerino shares the catwalk with Pucci.

70s tradel Agreement with Mitsubishi Corporation in Japan for the exclusive business lines.

1975 | Opening of the first store in New York on *Fifth Avenue*.

1979 | Giuliana Coen won *Compasso d’Oro*.



Giuliana Coen

comes the “R” | 1943

1980 | Roberta di Camerino creations are exhibited at the Whitney Museum of American Art in *New York*.

1987 | Her success is versatile: the Disney dedicates a story on the famous comic strip “Mickey Mouse”.

2001 | In Tokyo, at the *Seibu Gallery*, the exhibition “The Art of Exchange: Roberta di Camerino”, is inaugurated a symbol of the Japanese towards the stylist.

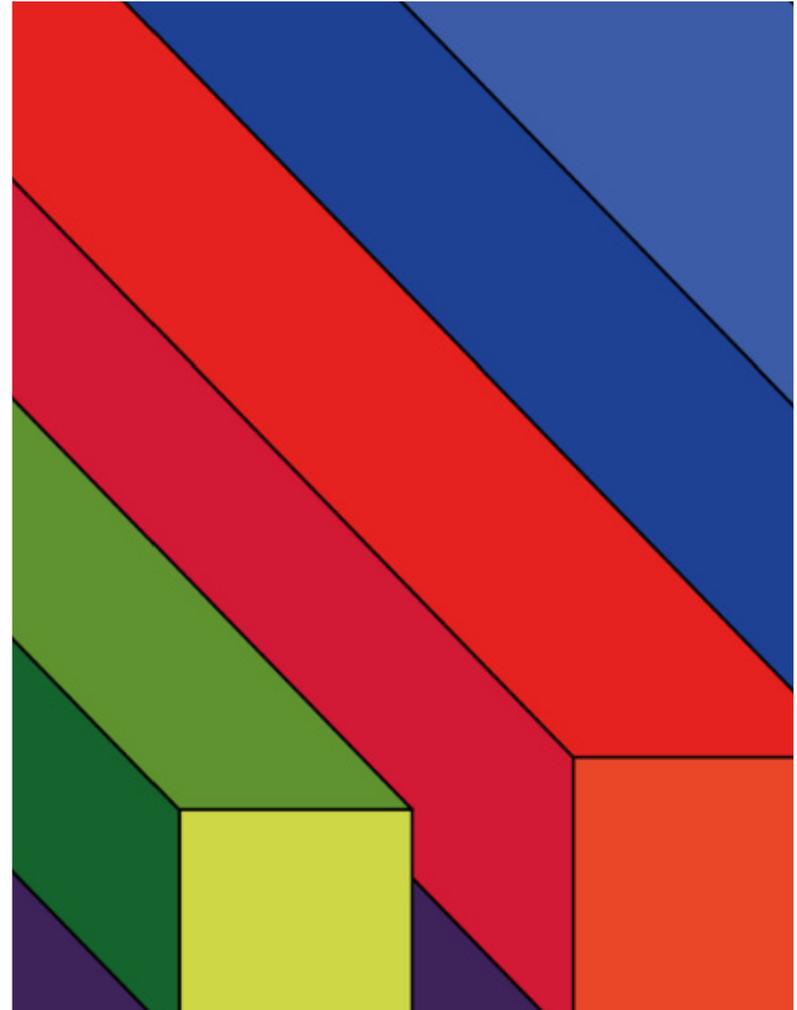
2001 | Roberta di Camerino continues to be praised by the international jet set: *Madonna* shows off the model Caravel during a walk in Montenapoleone Street in Milan.

2008 | At the Fashion Week in Milan, Roberta di Camerino is purchased by *Wicky Hassan* and *Renato Rossi*.

2010 | Giuliana Coen died in Venice. She would have been 90 years in December.

2011 | Roberta di Camerino participates in the exhibition “150 Years of Fashion in Italy.” Opening of the first Temporary Shop in Milan’s Brand.

2012 | Opens a temporary shop at *10 Corso Como in Milan*, completely dedicated to Roberta di Camerino.



New York | Foulard displayed at Whitney Museum of American Art

...they say about her

### Chanel

“It ‘s wonderful, you’re riding. Weep the day when you aren’t copied any longer. “

### Jlie Gilhart

“Every bag I know has already been made by her. “

...her creativity

### Giuliana Coen

“I designed a bag, and then others along the same lines... I thought about including some small clasps, buckels, straps and loops. I drew then once, then duplicated then in stylised form, and went back to the original idea”



Giuliana Coen at the end of her catwalk

a “R” topsymbol



identifier | strap



identifier | trompe l'œil

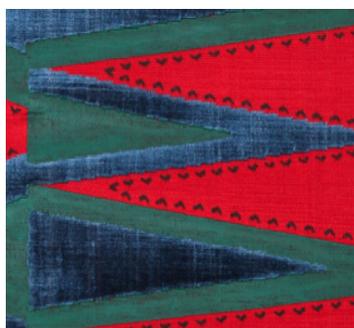
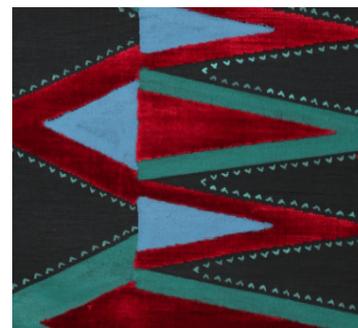
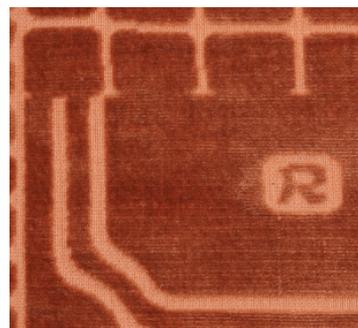
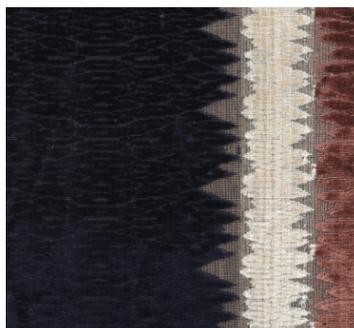
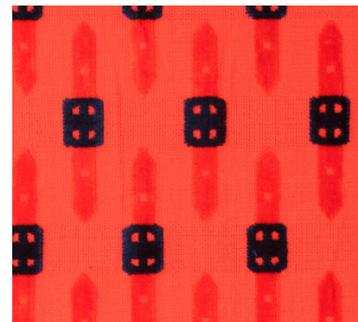
The *Maison Roberta di Camerino* introduces a special service for the best boutiques on the world: the “atelier”.

A magic world, an occasion to escape and use fantasy, dreaming customized bags thanks to the possibility to select unique *historical velvets* painted and hand-tied by artisan in Fifties.

These velvets came from Roberta di Camerino historical archive. To touch, inspiring themselves, to mix and match lather and accessories will be a great experience.

Models are the historical one, such as bagonghi, bagonghi orizzontale, caravel, caravel mini.

The exclusive service is inspired by old ateliers where the couturiers received his best clients with a extraordinary and personalized service.



made to order | atelier



10 Corso Como | Milano



RdC | Tokio Ginza



Franz Kraler | Cortina d'Ampezzo



Rail | Lodi



some stores



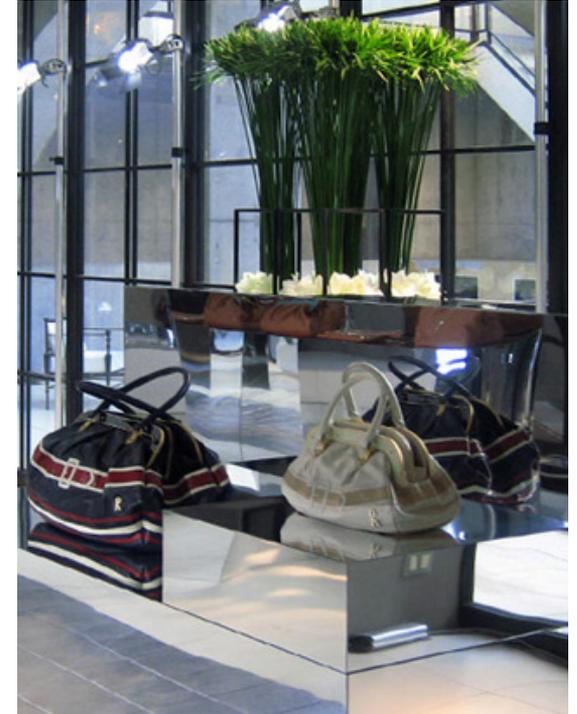
Giuliana Coen Camerino was an unquestioned protagonist of Italian design of the second part of the 20th century, thanks to her keen insight and her artistic talent the bag became an accessory with its own identity, not more coordinated and therefore subordinate but independent and unpredictable, it lives of own style. She had strong links with artists and experts. *Giorgio De Chirico, Salvador Dalí, Grace Kelly, Camilla Cederna, Christian Dior, Stanley Marcus, Cecil Beaton* were her friends and admirers.

Today Roberta di Camerino has reconciled to art, working with NABA.

Trompe l'œil is a project of photographic research on the relationship between photography and the representation of reality that involves students of the Communication Design at NABA, New Academy of Fine Arts, and Master in Photography and Visual Design organized by NABA with FORMA, Foundation for Photography, Milan. This exhibition explores the complex relationship between truth and photography. How is it possible this double image? Why does it trigger? What are the social, political and informative implications, in addition to the theoretical and philosophical speculations to which it gives rise? All of these topics are individually investigated in about 30 papers that make up this exhibition, which shows a long journey to the origins of our vision and trust that we have in the machine. The work produced in this project showed at FORMA, Foundation of Photography (Milan, 27 June to 8 September 2013).



Giuliana Coen and Salvador Dalí | New York 1974



## Tokyo, Honey's Garden

Tokyo opens the door to Roberta di Camerino for an exclusive event at Honey's Garden located in the city centre. In an elegant and refined setting the new SS 09 collection has been exposed, also acclaimed by the Japanese media. In the main hall a table laid with the new models of Roberta di Camerino bags has transposed ironically the idea of absolute sovereign and undisputed leader of fashion. A full-fledged revival that has its roots in Italy but that soon it will expand all over the world.

event | Tokyo



### The colour revolution | Trieste-Exhibition at the Museum Revoltella

The city of Trieste pays homage to the Lady of fashion disappeared a few months ago with an exhibition dedicated to her creations and history of her famous Brand. Dalí wrote that she was the only woman to incorporate art into fashion, hence the idea of joining the creations of fashion designer known for contemporary art in an Italian museum which includes work by international artists and has already done earlier in the exhibitions dedicated to fashion, like Mila Schön, the Fontana sisters and Renato Balestra. Her bags carried by Grace Kelly and Madonna enter the history of the style, leaving a large inheritance Made in Italy.

event | Trieste



### The colour revolution in Venice | Spring at Palazzo Fortuny

Roberta di Camerino, or revive the joy of colour, bursts into labyrinthine spaces of Palazzo Pesaro degli Orfei and ideally meets Mariano Fortuny, refined and versatile artist, creator of extraordinary fabrics that lived here with his wife Henriette Nigrin, muse and collaborator.

event | Venice

# MODA IN ITALIA



## Fashion in Italy. 150 years of elegance

Roberta di Camerino takes part in the exhibition “Fashion in Italy. 150 years of elegance “at the exclusive Hall of Arts of the Venaria Palace in Turin. The exhibition, whose artistic direction was curated by the costume designer Gabriella Pescucci and the editor of Vogue Italy Franca Sozzani, has set out to tell the story of fashion in Italy from Unity to the present day, with a final look at the future. Roberta di Camerino has contributed exposing two total look icons of the 60s and 70s, combined with a limited edition bag created especially on the occasion: the Limited Edition Ossi.

event | Turin