



Evening coat, summer 1936, detail © Decorative Arts, French Union of Fashion Arts / Patrick Gries
Evening dress, summer 1924, detail © Decorative Arts, French Union of Fashion Arts / Patrick Gries

Natixis, sponsor of the restoration and exhibit of Madeleine Vionnet's creations

Natixis' cultural sponsorship

Natixis, a committed sponsor



Natixis' cultural patronage reflects one simple wish: To make works from French and international collections as widely accessible as possible.

Since 2004, Natixis has revealed many hidden cultural treasures to the public as part of its innovative cultural sponsorship policy titled "Yesterday's Heritage, Tomorrow's Treasures."

This policy includes all the arts (painting, sculpture, film, decorative arts, etc.) and was officially recognized in 2008 when Natixis was presented with the French Culture and Communication Ministry's *Leading Sponsor* medal.

Madeleine Vionnet, a woman in the avant-garde

She ran her own company, was a pioneer in social issues (daycare, medical and dental care, etc.) and campaigned against product counterfeiting.

Madeleine Vionnet used her talent to promote women's emancipation.

Initially a modest figure in French haute couture, she dared to explore new paths in fashion while managing her own couture house from 1912 to 1939.

She lived almost a century, and when she died in 1975 she had seen two world wars and played a part in several clothing revolutions.



Madeleine Vionnet at her mannequin © Thérèse Bonney

Restoration and exhibit of her creations



Post card, a.k.a. Thayah, 1922 © Decorative Arts

In 2007, Natixis decided to support the Museum of Decorative Arts in financing the restoration of more than a hundred of Madeleine Vionnet's fashion creations, which she had donated to the French Union of Fashion Arts in 1952.

This sponsorship allowed the museum to stage a stunning and unique exhibit from June 2009 to January 2010, *Madeleine Vionnet, fashion purist*:

- offering visitors a retrospective of the creator's career;
- providing a chronological overview of her work during the lifetime of her couture house (1912 to 1939).

Key figure:

- 130 designs