
CREATION OF A PERMANENT EXHIBITION GALLERY TO OPEN IN 2019, SUPPORTED BY THE HOUSE OF CHANEL



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Palais Galliera, the Fashion Museum of the City of Paris, will become the first permanent fashion museum in France in 2019 thanks to the support of the House of Chanel.

Paris is the capital of fashion. In order to preserve this position and to showcase the City's heritage, the Mayor of Paris, Anne Hidalgo, has decided to create permanent exhibition rooms at the Palais Galliera.

The House of Chanel is delighted to build this long-term partnership with Palais Galliera by supporting this ambitious initiative, which is essential to promoting both fashion and its capital. As the exclusive sponsor, Chanel is partnering with the City of Paris to finance the construction of new exhibition rooms, a project estimated at 5.7 million euros. The permanent exhibition gallery will open in 2019 and will be named "The Gabrielle Chanel rooms".

"I would like to thank the House of Chanel for its valued support of the Palais Galliera. Thanks to this prestigious sponsorship, our capital will soon have the first permanent fashion museum in France. The City of Paris is proud to be able to open this exceptional space to Parisians and visitors from all over the world. I would like to thank the House of Chanel for proving once again that Paris is the home of fashion." says Anne Hidalgo.

«The House of Chanel is delighted to promote Paris, the international fashion capital, and in particular to support the Palais Galliera by making its exceptional collections accessible to all in new, permanent spaces that will bear the name of the House's founder, Gabrielle Chanel. This initiative represents a lasting commitment to creation and to the strength of Paris, which are at the heart of Chanel's business. Supporting an institution like the Palais Galliera is part of our mission to bring fashion history to life.» says Bruno Pavlovsky, President of Chanel Fashion.

Located in the basement of the Palais Galliera, this 7,211 square feet area will offer the general public a space open all year-round and dedicated to the history of fashion from the 18th century to present day. The project also includes the creation of a learning workshop and a bookstore. The ground floor of the museum will continue to be dedicated to temporary exhibitions.

Once the project is completed Palais Galliera, whose archives count 200,000 pieces (including clothes, accessories, photography and graphic art), will become the only permanent fashion museum in France. On an international scale, it will join the circle of institutions that present collections dedicated to the history of fashion.

«Thanks to the valuable support of the House of Chanel, the history of fashion, the excellency of French Haute Couture, the savoir faire and creativity will now have a prestigious place in these new rooms that Palais Galliera will proudly inaugurate in 2019.» says Olivier Saillard, Director of Palais Galliera

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