Courrèges calls for courage in minimalist wall campaign

By Godfrey Deeny - January 6, 2021

In the latest departure by its recently appointed creative director Nicolas de Felice, the house of Courrèges has called for courage in a new minimalist wall campaign in Paris.

Courrèges painted a series of gable walls in several Paris districts in all white with just the word 'courage' written in black – from the Marais to the Canal St Martin. The maison also published the same ad/statement on the back page of Paris’ three main dailies – Le Monde, Le Figaro and Libération.

“We painted courage on white space and printed courage on blank pages for new beginnings, hopes and dreams,” the Paris-based house said in a release.

“Since its creation 60 years ago, Courrèges has always been a symbol of optimism. In 2021, we stand up for hope and living together. We wish you love and courage for this new year,” it added.

From its foundation by André and Coqueline Courrèges, the house was a forerunner in the whole Futurist fashion movement that revolutionized style in the 1960s. Going on to dress the icons of the era – Brigitte Bardot, Twiggy or Francoise Hardy – in the brand’s iconic PVC minis.
Françoise Hardy - in the brand’s iconic PVC minis.

Courrèges was one of two key leaders of fashion Futurism, along with Pierre Cardin, the late great designer who passed away last week aged 98.

Today, Courrèges is controlled by Artemis, an investment vehicle of the Pinault family, which controls Kering, the world’s second largest luxury goods conglomerate.

In December, de Felice revealed a sneak peek video of his first ideas for Courrèges, playing on the house’s DNA with space-age minis and air hostess blazers.