

Jean-Jacques Picart

IMAGE AND COMMUNICATIONS - EXPERT 2010/2011



Since 1970 Jean Jacques Picart has developed a considerable experience as an image consultant with numerous brands and labels both in France and internationally: for example with Thierry Mugler, Cacharel, Shiseido, Emanuel Ungaro, Hermès, Jean-Charles de Castelbajac, Kenzo, la Redoute, Chloé, Daniel Hechter, Newman, Levi's, Helmut Lang, Ferragamo, Jil Sander, and Jean Patou.... where he launched the young fashion designer Christian Lacroix

In 1987, with the support of LVMH, he launched with Christian Lacroix the high fashion Maison de Haute Couture Christian Lacroix.

Today he gives advice to young creators of fashion houses as well as established luxury goods companies, in the areas of creation, communications, development and image.

In 2010-2011 he participated in the creation of the competition which has today become the Mediterranean Fashion Prize (MFP). For the following two years he also gave advice to the competition's 2010/2011 laureates in the areas of image and communications.