

A NEW YORK TIMES BEST SELLER

PARISIAN CHIC *encore!*

A STYLE GUIDE

Ines de la Fressange
& Sophie Gachet



Flammarion

For my best friend

PARISIAN
CHIC *encore!*

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Editorial Director

Julie Rouart

Administration Manager

Delphine Montagne

Editor

Mélanie Puchault

Design

Tiphaine Brégué

Photo Research

Andrew Hodgson

English Edition

Editorial Director

Kate Mascaro

Editor

Helen Adedotun

Translation from the French

Kate Robinson

Typesetting

Thierry Renard

Proofreading

Lindsay Porter

Production

Christelle Lemonnier

Color Separation

IGS, L'Isle-d'Espagnac

Printed in China by Toppan Leefung

Simultaneously published in French as *La Parisienne*.

© Flammarion, S.A., Paris, 2019

English-language edition

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Flammarion, S.A.

87, quai Panhard et Levassor

75647 Paris Cedex 13

editions.flammarion.com

19 20 21 4 3 2

ISBN: 978-2-08-149864-8

Legal Deposit: 10/2019

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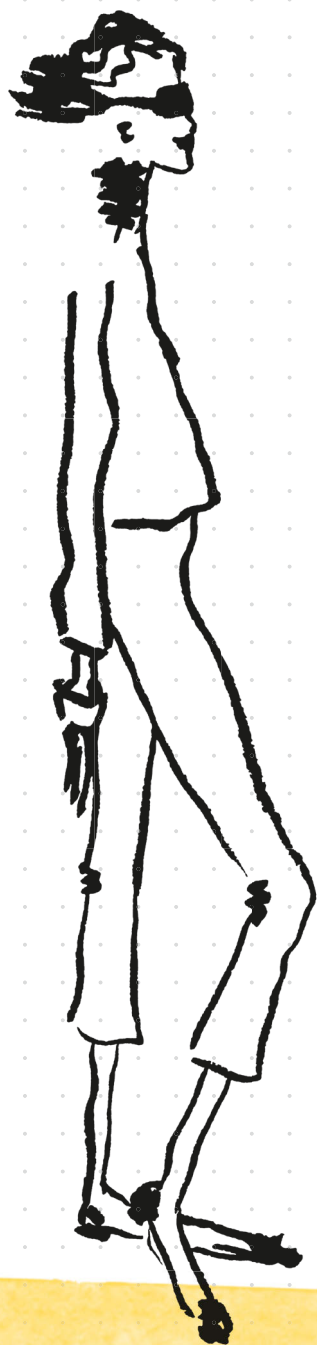
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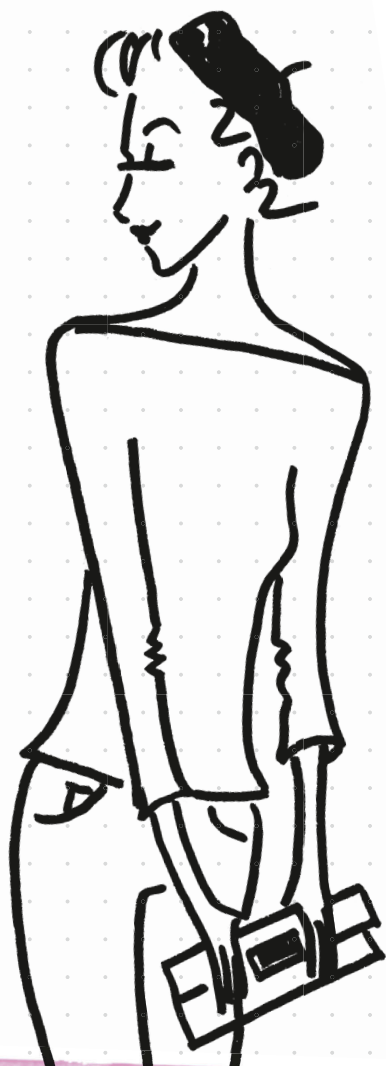
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preface

Who says the Parisian woman is a myth? It's been almost ten years since I wrote *Parisian Chic* and it seems that the myth, now a *New York Times* bestseller, is real. The guide needed a little makeover. Not only were many of the addresses no longer relevant, but I moved (so everything in my house changed), and my wardrobe has gained some color. Of course I'll always wear a navy blue sweater or a white shirt, but I'm trying to reinvent myself, even if Paris will always be Paris.





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Part 1

DRESS LIKE A *PARISIENNE*

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HOW TO LOOK PARISIAN

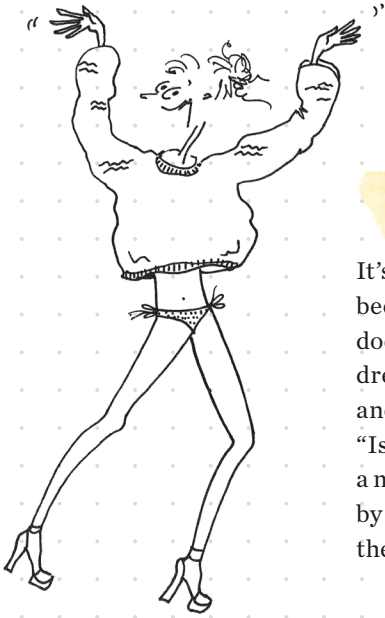
7 guidelines

Everyone knows you don't have to be born in Paris to dress like a Parisian. I'm from Saint-Tropez, I have Argentinian roots, and I grew up in Yvelines, a suburb of Paris. But I feel incredibly Parisian! It isn't hard to have Paris style. Just follow these seven guidelines.

Discreet chic

You'll never see a real Parisian dripping with flashy jewelry, wearing a fur coat and clothes plastered in logos. A real Parisian isn't friends with people who say, "You wear such expensive clothes. How wonderful!," but rather, "Have you read Simone de Beauvoir? I love her!" These aren't really the same kind of people.





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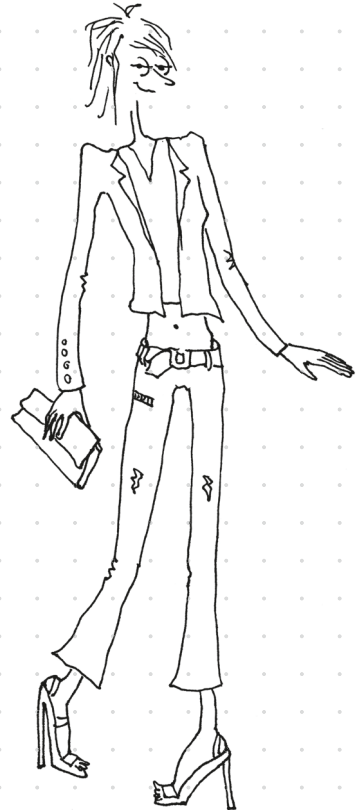
Ignore trends

It's not the Parisian's style to follow the herd. Just because the "dominatrix" look ruled the catwalks doesn't mean you should go out in a shredded leather dress. The Parisian thinks about her personal look and doesn't incorporate a trend without asking herself: "Is this my style?" Nor is she the type to spend a month's wages on a bag declared "essential" by fashionistas. For one, she might not have the means, and she just isn't a follower anyway.

3

Out with the total look

The runway is the only appropriate place for the total look. A few unimaginative fashion magazines might turn their pages into a brand catalog by copy-pasting from the latest fashion shows. But there's nothing creative about that. The Parisian doesn't allow herself to be dictated to. She mixes brands, regardless of price—chic is a combination of luxury and affordability. For example: she effortlessly pairs a luxury bag she'll have all her life with worn jeans, a white T-shirt, and sneakers.



4

Be comfortable in your skin

You won't find a Parisian fussing with a plunging neckline, painful shoes, or a short skirt. Fashion pros will tell you: "The secret to style is feeling good in your clothes." If you're wearing a sweater that's too tight for you or trousers that are too snug, go change! Her motto: never be a fashion victim.



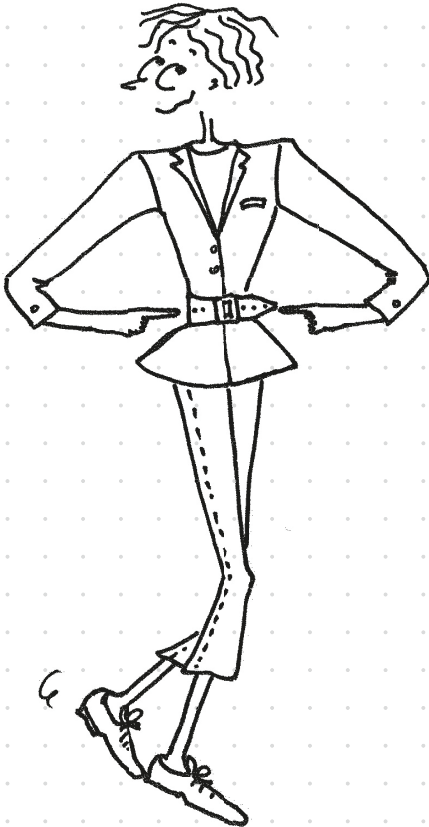
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Create your own vintage collection

Although she regularly adds new pieces to her wardrobe, the Parisian also buys timeless clothes that she can keep for years without anyone realizing it, so skilled is she at mixing them up. She wears clothes for several seasons, stores them away, then brings them out again. "Oh this jacket? I've had it for ages."

Don't be afraid of bad taste

6 Don't bow down to fashion diktats! Even the ones in this book. If you learn one thing from this guide—which will give you plenty of good ideas—it's that good taste is the one you decide to create. Yves Saint Laurent himself made bad taste fashionable when he combined black and navy blue.



7

Be the “buyer” for your own wardrobe

A true fashion hunter, the Parisian loves finding new brands and boutiques that no one knows about. She's in seventh heaven when she discovers an independent label that is under the radar. She can't help but scout around. She loves nothing more than browsing and selecting the best from different places, whether it's a cashmere sweater by French supermarket Monoprix, Levi's jeans, or an Yves Saint Laurent suit. She operates as if she is a purchaser for a department store and doesn't blindly take advice from fashion magazines (she reads this guide instead ;-)).

LOOK BOOK

When you hear someone say “she has style,” you might think that woman knows a secret to being better dressed than everyone else. You may wonder how to uncover her secret.

Ever since my days as a young model, I’ve been told I have style. Maybe, but honestly, it’s not rocket science, and if you look at my closet (pages 72–79), you’ll quickly see that it all comes down to knowing how to mix things up.

Everyone can be Parisian!

Here’s the breakdown of a few very simple looks to copy.

Parisian elegance



A black
pant suit

+

A white
tank top

+

A bag
with
personality

+

Sneakers

- A black pant suit, an eternally appropriate outfit.
- A white tank top, for a hint of "color."
- A bag with personality. (When the outfit is simple, the accessory can stand out.)
- Sporty sneakers. The contrast with the chic suit creates modern elegance.

Go for gold



A close-fitting beige turtleneck sweater

+

Bronze 7/8 cropped pants

+

A patent leather bag

+

Patent leather heels

- A close-fitting beige turtleneck sweater softens this look.
- Bronze 7/8 cropped pants can be worn during the day.
- A patent leather bag for contrast. And also because it transitions easily from workday to evening.
- Patent leather heels for a hint of glamour.

Pastel passion

A white
button-up
shirt

+
Pale pink
cigarette
pants

+
Zippered
sneakers

+
A big leather
tote

- A white button-up shirt, with a slightly masculine look.
- Pale pink cigarette pants for a sweet, airy touch.
- Zippered sneakers are sporty but very chic.
- A big leather tote to round out the soft, natural look.
(A black purse would have a different effect.)

Sophisticated denim



- *Raw denim jeans* with cuffs. A basic that deserves good company. You can also forgo the cuffs, but it's less sophisticated.
- *A white blouse*, also basic and raw denim's perfect match. Rolling-up the sleeves or leaving them carelessly unbuttoned is essential.
- *Silver sandals*. An important detail that takes the look from basic to sophisticated and from day to evening.

Pattern party



- A plaid coat, now a classic in the Parisian's wardrobe.
- A leopard-print bag. You've always been told not to mix wildly different patterns, but actually it adds oomph to the outfit.
- White trousers. Necessary if you don't want to look like a circus runaway.
- Grey boots, a plain detail that makes the outfit almost understated.

Chic but not too chic



- A tuxedo jacket, essential for a hint of “elegance.”
- A close-fitting printed blouse.
- Slightly faded jeans, straight-leg and cuffed.
- Flat black sandals with rhinestones provide a little sparkle if you plan on going out after work.
- A jeweled evening bag. Wear it across your body for a cool look (otherwise it’s too fussy).

Parisian ethnic



An Indian-inspired blouse

**+
Loose,
printed
pants**

**+
Ornamented
flip-flops**

- *An Indian-inspired blouse* in pale pink with pinstripes is perfect for a hot day in the capital.
- *Loose, printed pants* in deep burgundy, which goes well with pastel pink.
- *Decorative flip-flops with rhinestones* keep the look from being too predictable.