



PRESS RELEASE

**KARL LAGERFELD  
ANNA PIAGGI**  
illustrated journal of an Anna-chronistic way of dressing

in collaboration with Associazione Culturale Anna Piaggi

**in two exhibitions:**

FONDAZIONE SOZZANI, CORSO COMO 10

***A FASHION JOURNAL, the 90s***  
**Anna Piaggi drawn by Karl Lagerfeld**

on display from Wednesday 22nd September to Sunday 28th November 2021

FONDAZIONE SOZZANI, VIA TAZZOLI 3

***ANNA-CHRONIQUE, the 70s and 80s***  
**Anna Piaggi drawn by Karl Lagerfeld**

opening Saturday 25th September from 6.00PM to 9.00PM  
on view from Sunday 26th September to Sunday 28th November 2021



Fondazione Sozzani presents in collaboration with Associazione Culturale Anna Piaggi  
**“Karl Lagerfeld, Anna Piaggi. Illustrated journal of an Anna-chronistic way of dressing”**  
in two exhibitions. One hundred and eighty original drawings by Karl Lagerfeld portray  
Anna Piaggi – muse, friend, and style icon in the 70s, 80s and 90s.

Since their first meeting in Paris in 1973, they become closely friends. Lagerfeld draws inspiration from  
Anna Piaggi’s continuous stylistic metamorphosis and portrays her between 1973 and 1996  
in his homes in Brittany, in Monte Carlo, in Paris, or in a hotel during their numerous travels together,  
in Rome, Florence, London.

Many drawings portray Anna Piaggi in everyday situations, as she herself describes, “In most of  
the drawings there is a sort of ‘théatralisation’ of daily existence and Karl illustrates, documents  
and emphasizes this heightened, intimate life which, as he once said, ‘was not then public’.”  
And Karl Lagerfeld adds, “She scintillates on the everyday stage. She dramatizes the passing moment.  
Instinct is her memory.”

*“Anna-chronique was begun in Paris at the table of a Chinese restaurant. On one of his cards Karl made  
a sketch of my head, with newly-cut cut hair by Henry Hebel og Vidal Sassoon in London, and of my  
accessory for the evening – a ‘telescopic’ fan with an ivory handle. Karl has continued to sketch me  
and many of my clothes, mostly in private, everyday life.”*

Anna Piaggi, 1986

*“Anna is a graphic person. In dressing herself she creates an image. She never provokes,  
she evokes. An unexpected detail, a tautology of style, a contradictory accessory, a surprising mixture,  
unforeseen associations of ideas and an indispensable touch of humor create a unique apperance which has  
always made me want to draw her.”*

Karl Lagerfeld, 1986

The exhibition is divided in two sections:

**“A Fashion Journal, the 90s”** presents fifty unpublished drawings made by Karl Lagerfeld between 1990  
and 1996. The pictorial stroke, pastel colors, and lights emphasize in a close view Anna Piaggi’s face, hats,  
dresses and accessories.

**“Anna-chronique, the 70s and 80s”** presents one hundred and thirty drawings made between 1973  
and 1984, which were collected in 1986 in a book with texts by Anna Piaggi and Karl Lagerfeld.  
Anna Piaggi’s writings, polaroids and photos, bijoux and hats are also on display.



**Anna Piaggi** (Milan, 1931 – 2012)

She was one of the first Italian journalists to write about fashion in the 60s. Her columns on *Arianna*, *Panorama*, *L'Espresso*, *Vanity Fair*, and *Vogue* – for which she invented the famous “Double Pages” – have become iconic. Through her close friendship with Vern Lambert, who owned a booth at Chelsea Antique Market in London she “discovered” vintage. Creative and always original, Anna Piaggi has interpreted fashion by showing off personal and inimitable looks, which have made her an icon of style. In 2006, the Victoria and Albert Museum in London dedicated her the exhibition “Fashion-ology”. In 2013, Palazzo Morando Costume Moda Immagine in Milan paid homage to her with the exhibition “Hat-ology, Anna Piaggi and her hats”.

**Karl Lagerfeld** (Hamburg, 1933 – Paris, 2019)

Starting his career as Pierre Balmain’s assistant, Karl Lagerfeld briefly worked at Jean Patou before joining Chloé in 1964. He soon became one of the fashion industry’s most acclaimed designers. At the head of Chanel since 1983, he also collaborated to the creation of Fendi’s ready-to-wear collections. The designer, who was a photographer and filmmaker as well, has often worked for the cinema, opera and theatre, such as the Burgtheater in Vienna and La Scala in Milan. In 2016, Palazzo Pitti dedicated him the exhibition “Karl Lagerfeld – Visions of Fashion”.

**Associazione Culturale Anna Piaggi**

Associazione Culturale Anna Piaggi was founded in 2013 by the family of Alberto Piaggi, Anna’s brother. It aims at preserving the collection of garments, hats, and accessories and promoting initiatives such as exhibitions, events, collaborations, as well as presentations at universities and fashion schools.

**Fondazione Sozzani**

Fondazione Sozzani was established in 2016 by Carla Sozzani and is dedicated to the promotion of culture through photography, fashion, the fine arts, and applied arts. The Fondazione has assumed the patronage of Galleria Carla Sozzani and continues all relevant public functions that the Galleria has supported since 1990.

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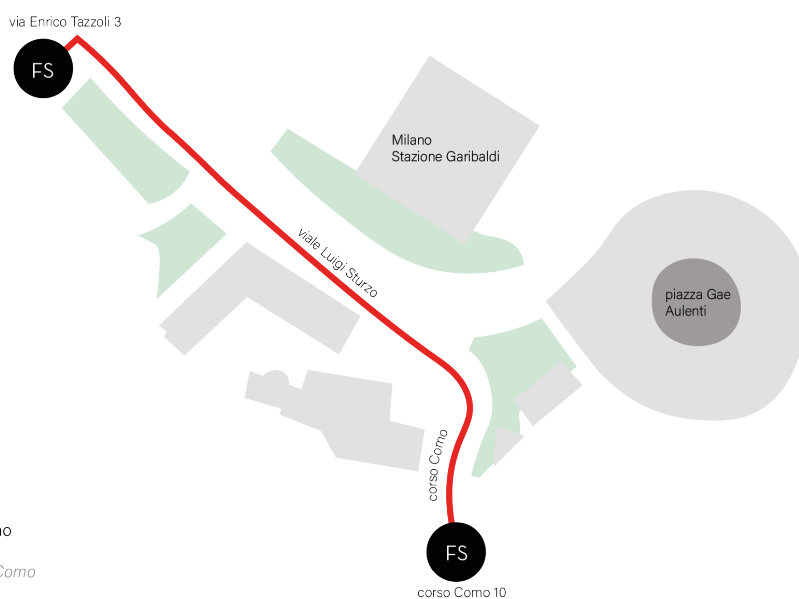


**FONDAZIONE SOZZANI, CORSO COMO 10**

Open very day, 10.30AM – 7.30PM  
Free admission

**FONDAZIONE SOZZANI, VIA TAZZOLI 3**

Open on Saturday and Sunday, 12.00PM – 7.30PM  
Admission fee € 6.00 Reduced € 3.00 (6-26 years)



6 minuti / 6 minutes

Passando da corso Como  
e viale Luigi Sturzo  
*Passing through Corso Como  
and viale Luigi Sturzo*



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