

SIMON PORTE JACQUEMUS : THE PRINCE OF PARIS

A documentary by Loïc Prigent
A Bangumi - Deraïf coproduction



Twice a year, images of a cinematographic fashion show flood French newspapers and social networks. A pink path through lavender fields, models emerging from a wheat hill, a procession slowly descending a salt mountain in Camargue: all are Jacquemus fashion shows, unanimously recognized in the fashion industry as some of the most beautiful set designs.



At only 33, Simon Porte Jacquemus is the founder and artistic director of his eponymous brand Jacquemus. He is now the equivalent of a Jean Paul Gaultier in the 1980s.

Arriving in Paris in 2008 after the baccalaureate, he began a fashion school which he dropped after only three months. Too instinctive, the classic school curriculum does not suit him. In 2009, he decides to launch his own brand. He doesn't know how to sew or draw fashion sketches, but he already has his vision. His solution: making small creations with the help of seamstresses in Paris.



His first fashion show takes place in 2012, with his band of young, fresh, and above all natural girlfriends, like It-Girl Jeanne Damas. His first fashion shows are wild, penniless, bringing the benches himself, improvising locations, but the collections immediately please the press: his energy is contagious. His name begins to be heard in 2015, when he wins the LVMH Jury Prize.

From the beginning, he strives to transcribe in his collections the memory of his mother, who died in a car accident when Simon was only 18 years old; the memory of the south where he grew up and a certain idea of freedom and happiness.



To understand Simon's imagination, you have to go South to Bramejean, a small village in the Luberon, not far from Salon de Provence. He grew up in a farm in the middle of lavender fields and his family is still there. To discover Simon's South is to understand his references, to imagine his childhood: women in light dresses, the melons, the apricots, the walks in the fields of olive trees, the sale of the family production at the market every week, the village parties with friends. All these symbols are found in his fashion shows and were at first an anomaly in the fashion world. During his first fashion shows, Simon Porte Jacquemus revolutionized the codes by the simplicity and authenticity of his messages.



His discourse has remained the same since the beginning: create clothes for liberated women, sexy women. He hangs pearls on the heels of shoes, so that they make noise when walking, he perfumes the models with Monoï to raise the temperature during the fashion show.

His bag the Chiquito, a mini mini bag the width of a credit card, has been a bestseller since its creation in September 2018. His knotted shirt dresses, beaded fringe tops and large straw hats find themselves copied every season by mass brands. His cabin of models is mixed-race, he is one of the first designers to leave curly-coily hair unstraightened. He refuses models who are too skinny. He goes so far as to ask the girls to smile while they walk.

In reaction, he is called naive, simplistic. Many are those who think it will not work.



And yet in 2022, his turnover reached 200 million euros, double from the previous year and is said to reach 500 million euros by 2025. His brand is still independent and does not belong to any large luxury group. His team grows every year. Today, several hundred people are permanently working in the offices located in three hôtels particuliers rue de Monceau.

Simon remains the sole owner of his name: Jacquemus, his mother's maiden name. Another particularity of Jacquemus, at 33 years old he already has a store on avenue Montaigne in Paris and aims to soon develop perfumes, cosmetics and decoration. With 5.1 million followers on Instagram, it is an entire generation that follows each show, each idea and whim of the designer.



His family is present at each of his shows, the archives and sales warehouses are managed by his own family and still based in Bramejean.

Today, the Jacquemus family no longer prepares carrot boxes for the market, but the brand's packages to be sent around the world.

Liline, Simon's grandmother, would not miss one of his fashion shows for anything in the world, she is the most important guest among all the VIPs in the front row. The backstage is forbidden to her because her grandson always wants the surprise to remain intact for her. At each fashion show, a dress pays homage to her.



Through this documentary, we follow the months of preparation that precede his next show: his creative process, how he works with his teams, how his dream-like shows are created. We discover the star-studded crowd that comes to the presentation of the collection: Vincent Cassel, Dua Lipa, Angèle, Sophie Marceau, Pamela Anderson, Damso, Victoria and David Beckham, among others...



We also retrace the path of this incredible French success story, through more than 10 years of archives filmed since the beginnings of Jacquemus by Loic Prigent, and which for many have never been broadcasted. His first collections presented in a studio. His new premises, then about twenty employees, on the Canal Saint Martin, where he prepares one of the shows that will make him famous: the Bomba in 2017. Then the acceleration, the move to rue de Monceau, the fashion shows in the fields, the launch of his collections for men. The glory.

This is an in-depth portrait of the designer, while observing the hectic fashion race, what's at the bottom of a young man's heart. We discover the journey of a young boy who became a great designer, following his instinct and defending his idea of femininity. The story of one of the most famous names in fashion today, of a kid who went to Paris at 18.

