

**PRESS KIT**

**renoma**

**23rd October 1963 – 23rd October 2013**

**50 YEARS OF DESIGNING**

**Show preview on the 22nd October 2013  
Exhibition from 23rd October 2013 to 23rd January 2014**

[www.renoma-paris.com](http://www.renoma-paris.com)  
[www.renoma.wordpress.com](http://www.renoma.wordpress.com)



The White House – Renoma store, 1963.

# PRESS RELEASE

**23rd October 1963** : **White House-Renoma** store opened its door on Rue de la Pompe in Paris and brought about a revolution in menswear by creating **a fashion dedicated to young people.**

**Michel and Maurice Renoma** shattered the dress codes of conservatism with their double-breasted blazers with four silver metal buttons or made of military cloth, their revisited Us-Army flared trousers, their ultra-fitted suits made of green, garnet red or purple velvet, their shirts cut in furnishing fabrics...

For young students from Janson de Sailly High-School, for the Drugstore Gang and for artists and political figures, Renoma store soon became **the place to be for a new unconventional and uncompromising fashion.**

There, you could bump into Dali, Picasso, Bob Dylan, Eric Clapton, John Lennon, Andy Warhol, Jacques Dutronc, Serge Gainsbourg, Karl Lagerfeld, Yves Saint-Laurent, Françoise Hardy, Catherine Deneuve, Brigitte Bardot or Jean Seberg...

**Since 1970, Renoma products are sold all over the world.**

Today, Maurice Renoma, still passionate about fashion, extends his creativity to various fields: lifestyle, design, the Renoma Café Gallery and the photo exhibitions. From his advertising campaigns with Birkin and Gainsbourg to **his transgressive graphic designs** about James Dean, Jimi Hendrix, the Rolling Stones or the Beat Generation, he shares **his eccentric and timeless world view.**

**23rd October 2013:** To celebrate the **50th anniversary of his mythical Parisian store**, Maurice Renoma will exhibit for the first time photographs and archives from the 60's, never before seen clothes and accessories from his Vintage collection, which are all illustrative of **the legendary history of Renoma style.** A book will be published by Editions de La Martinière.



129 bis rue de la Pompe  
75116 Paris  
Du mardi au samedi de 10h à 19h  
[www.renoma-paris.com](http://www.renoma-paris.com)

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Maurice Renoma in his TR3 in front of the family store,  
22 rue Notre-Dame de Nazareth, 75003 Paris, 1961.



White House – Renoma store opening, 23rd October 1963.



Maurice et Michel Renoma,  
White House Renoma store, 23rd October 1963.



# TIMELESS RENOMA.



Vasarely velvet jacket, 1968.



Mini-skirt with a giant button, 1966.



Double-breasted tartan coat, 1966.



Suit: double-breasted jacket and trousers with geometric motif, 1970.



Right : pure virgin wool multi-pocket jacket, 1966.



Fishnet bag, 1976.

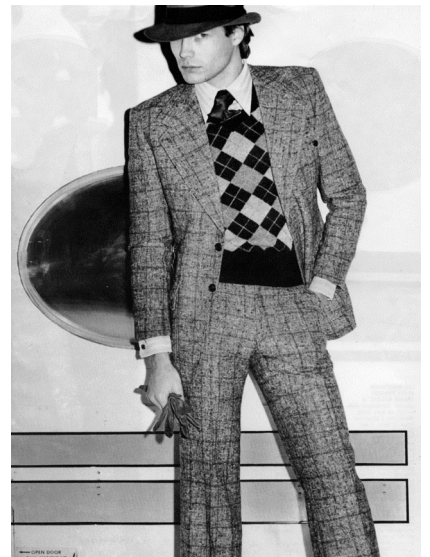




Landscape leather jackets, 1964.



Wood & cashmere Fair Isle jumper, 1974.



Plaid tweed suit, 1974.



Double-breasted six buttons blazer, 1971.



Velvet « Danton » suit, leg-of-mutton sleeves and , Zigzag oversteichings, 1964.



Striped blazer, 1964.



**RENOMA PROJECT DESIGN STORE, 2013 :  
GALLERY, FASHION, PHOTOS, EXHIBITIONS, SCENOGRAPHY.**

