M/M (PARIS) PRESENTS

THE GIVENCHY FILES

THE DEFINITIVE ARCHIVE OF INVITATIONS AND GRAPHIC WORKS
INSPIRED BY THE COLLECTIONS OF RICCARDO TISCI

2007 — 2012

featuring

ART BY
M/M (PARIS)

FOREWORD BY
OLIVIER ZAHM

‘These elegant invitations, dark, tortured, mysterious, erotic, surrealistic, are a sort of thumbing of the nose at current fashion images.’

64 PAGES | 45 PLATES IN FULL COLOR WITH GOLD AND SILVER INKS | 13.5 × 9 INCHES
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One day in spring 2003, a young man called Riccardo Tisci stopped by the studio of M/M (Paris) to buy a couple of their *Alphabet* posters he was admiring. Two years later as the newly appointed creative director for Givenchy, Tisci invited M/M to develop an ever-expanding visual language for the revered fashion house. Invitation cards for his fashion shows have become a space of visual experimentations through which M/M freely express Tisci’s inspirations. ‘Hyper-chic propaganda, imperceptible appeals, juvenile graffiti, interweaving dark choruses and hypothetical calculations of the imaginary’, as described by Olivier Zahm, these invitations for the women, men and haute couture collections of Givenchy are gathered for the first time in this publication, celebrating this fertile collaboration — an original and rare happening in fashion imagery — that is still going strong.
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ABOUT M/M (PARIS) BOOKS

For almost twenty years now we have committed ourselves to producing imagery and symbols embedded in the every day. Given our experience it seems natural for us to extend into publishing — an intention originally included in our mission statement. Our aim is to offer both our own productions and those of others — contemporary works and historically neglected ones. Our books will be singular in their content and original in their configuration. We now can only hope you’ll like them.

MICHAEL AMZALAG & MATHIAS AUGUSTYNIAK — M/M (PARIS)

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RHyme BY GLENN O'BRIEN
‘Every man has two heads. That’s better than one.’

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SLÀTUR | SLAUGHTER
TEXT BY ODDNÝ EIR & ÓFEIGUR SIGURDSSON
PHOTOGRAPhS BY MATHIAS AUGUSTYNIAK
‘Perhaps because the relationship between philosophy and sheep is especially close in Iceland, questions about the core of things, space and time, negative space and positive time are naturally discussed while handling lambs’ hearts.’

VOL. 3
THE GIVENCHY FILES
2007 — 2012
INVITATIONS AND GRAPHIC WORKS
INSPIRED BY THE COLLECTIONS OF RICCARDO TISCI
FOREword BY OLIVIER ZAHM
ART BY M/M (PARIS)
‘These elegant invitations, dark, tortured, mysterious, erotic, surrealistic, are a sort of thumbing of the nose at current fashion images.’

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PHOTOGRAPHY BY M/M (PARIS)
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