



CHARLES JOURDAN
Paris

spring summer 2012



Charles Jourdan was best known for his trendsetting and innovative designs. As a pioneer of the Fashion Footwear industry he was notably among the first to garner such acclimation and recognition for his creations. Through the use of materials, ornamentation, impeccable design and quality Charles Jourdan was the leader in womens fashion footwear. He had no boundaries, his love and passion for “the woman” was guided by

an innate sense of style, creativity and innovation. And though not so glamorous but just as important a keen business sense. His ideals were fulfilled when he was able to offer it all to “the woman” luxury, quality and the best fashion value.

The Charles Jourdan customer was epitomized by Bridget Bardot, Jackie Onassis and later by Princess Diana. Today these women are Taylor Swift, Blake Lively, Penelope Cruz, Heidi Klum and The First Lady, Michelle Obama. All have unparalleled styles and really speak to different market segments but truly epitomize the essence of the Charles Jourdan Woman. Fashion Forward, trend right but not trendy. The Charles Jourdan woman has individuality and class. She symbolizes a true and innate sense of style.

Charles Jourdan Footwear is quite simply the Couture accessory!



Charles Jourdan since 1921

In the '20's designers such as Chanel, Lanvin, Schiaparelli, Paul Poiret introduced shorter skirts, narrower shapes and sheer hosiery in turn inspiring a new fashion category: designer footwear. Visionary, Charles Jourdan an artisan French shoemaker seizes the opportunity and opens a factory in 1921 to meet the exploding demand for ready-to-wear fashion footwear. Over the decades, Charles Jourdan collaborates with Paris' iconic couture fashion houses and designers: Christian Dior, as Dior's licensee: Pierre Cardin, Karl Lagerfeld and Louis Vuitton, designing and producing their footwear.



Roland Jourdan, Charles' son, takes up the helm and expands the brand to a global fashion icon opening international markets as a French footwear designer for the first time in the United Kingdom and the United States in the 1950s.

Leading designers such as Andre Perugia, Karl Lagerfeld, Josephus Thimister and Patrick Cox have each had their hand at designing for Charles Jourdan during its rich history.



Iconic Branding

"Bourdin's campaigns for Charles Jourdan are still a benchmark in fashion advertising" Harpers & Queen, UK April 2003.

The brand has earned a reputation for trendsetting and innovation with a global view. It is the first fashion footwear brand to advertise in French Vogue during the 1930s.

Guy Bourdin, legendary Vogue photographer, collaborates from 1967-1981 with Charles Jourdan to produce groundbreaking advertising. The US, pop artist sensation Andy Warhol collaborates with Charles Jourdan for avant garde brand promotions.





It is the first footwear brand to expand from wholesale sales at better specialty stores into retail sales through its flagship boutique in Paris. More boutiques follow.

Additional expansion continues into Japan, South Korea, Western Europe, Eastern Europe, the middle East, South America, Canada, Mexico and Scandinavia, as the brand expands beyond footwear into other lifestyle categories.



Charles Jourdan remains as relevant today as in past decades by providing iconic inspiration to all modern day designers.

Embedded in history yet securing footwear design for the future.....

That is Charles Jourdan.

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