

The Museum at FIT FASHION CULTURE Podcast
Simon Porte Jacquemus and Valerie Steele in Conversation

[UPBEAT MUSIC FADES IN]

[VALERIE STEELE]

Hi, I'm Valerie Steele, Director and Chief Curator of The Museum at FIT, the most fashionable museum in New York City.

[UPBEAT MUSIC CONTINUES]

[VALERIE STEELE]

Welcome to our Fashion Culture Podcast Series, featuring lectures and conversations about fashion.

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[VALERIE STEELE]

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[MIC TAPS]

[VALERIE STEELE]

I have the tremendous pleasure of introducing Simon Porte Jacquemus.

[SIMON PORTE JACQUEMUS]

Bonjour. Hello, everyone!

[AUDIENCE APPLAUDS AND CHEERS]

[VALERIE STEELE]

And now, my first question. What was your childhood like?

[SIMON PORTE JACQUEMUS]

Oh, wow. I was super bored. Really, really bored. I was imagining so many things in my head, so... And I think, creation came from my boring childhood.

[VALERIE STEELE]

And you grew up down in the south of France, right?

[SIMON PORTE JACQUEMUS]

Yeah. In front of an apple tree, in a hundred habitant village.

[VALERIE STEELE]

A tiny little village.

[SIMON PORTE JACQUEMUS]

Countryside.

[VALERIE STEELE]

Yes. Okay. 'Cause so much of your work really looks back at your memories of childhood and family and vacations. When did you first realize that you were interested in fashion?

[SIMON PORTE JACQUEMUS]

I think around... I was seven. I had just cut a curtain from my mother and I make little skirts where... well it was not really looking like a skirt.

[VALERIE LAUGHS]

[SIMON PORTE JACQUEMUS]

It was just like a piece of linen with like a lace of [inaudible]. And she wore it and she said, "Yeah, it's amazing. Wow."

She threw it away then...

[VALERIE LAUGHS]

[SIMON PORTE JACQUEMUS]

But! She said it was amazing. So I was like, "Let's go."

[VALERIE STEELE]

That's so fabulous. So have you seen pictures on TV and anything? I mean, what images of fashion led you towards—

[SIMON PORTE JACQUEMUS]

I was not an image of fashion. For me, it was TV in general, publicity, movie, character. I was obsessed by stories and by becoming someone else and imagining life. And, yeah, my parents were annoyed by me because I was every week a new character, and they were like, "Okay, good. Next."

[VALERIE STEELE]

Yes.

[SIMON PORTE JACQUEMUS]

Thinking like, “Okay, I’m going to be a lawyer. So I’m going to wear the full dress,” and, well...

[VALERIE STEELE]

They wear long robes as lawyers in France.

[SIMON PORTE JACQUEMUS]

Yeah, exactly. Robes. Thank you.

[VALERIE STEELE]

Oh that’s amazing. Well, children really do transform into those roles when they dress up. And even adults. I remember this fetish photographer saying to me once, “You wear it, you become it.” And there is kind of that sense. Who and what have been your inspirations?

[SIMON PORTE JACQUEMUS]

Like, what do you mean? Like in general?

[VALERIE STEELE]

In general, as you’ve gone through your career, what kind of things have inspired your fashions?

[SIMON PORTE JACQUEMUS]

Nice people.

[VALERIE STEELE]

Yes.

[SIMON PORTE JACQUEMUS]

Like, kindness inspires me a lot. And, but as figures, I will say Karl obviously. Karl and Jean-Paul Gaultier.

[VALERIE STEELE]

Yeah.

[SIMON PORTE JACQUEMUS]

Because he was really popular. He was on TV back in the day in France. He had shows and he was like, you can connect with him, you know? So I was like, “Oh, wow, I want to be that kind of guy.” Like that, you can be creative. You can be in the fashion world, but you can also share with the audience and you can be like not in your bubble. And I feel he was so connected with reality in a way. So I was yeah, he was my figure. Yeah. And Karl.

[VALERIE STEELE]

That's fabulous. I mean, 'cause you were born in 1990, so the 90s went and Y2K, that was the period you were growing up, which was a fabulous period for fashion with lots of really great fashion.

[SIMON PORTE JACQUEMUS]

Yeah. But I didn't realize the time, you know.

[VALERIE LAUGHS]

[VALERIE STEELE]

How cool. All right. Now, what was it like launching your own brand? Maybe you can tell them how it came about when you launched it.

[SIMON PORTE JACQUEMUS]

Oh, it was so easy. So easy. I was so naive. And I was so young, so I arrived in Paris. I was 18 years old. And months after I lost my mother. And I decided to quit my fashion school. But that was not planned. I was supposed to have a classic kind of, I mean, you know, like, par cours? How do you say in...

[VALERIE STEELE]

Course?

[SIMON PORTE JACQUEMUS]

Course. But yeah, I realized that life can stop so fast. She was 42 years old, and it was like an accident. So I say, "Okay Simon, now you're going to make your dream come true right now." So I was obsessed by doing things.

[VALERIE STEELE]

Yes.

[SIMON PORTE JACQUEMUS]

And, a year after when I was 19 years old, I did a collection. I went to a sort of flea market, and there were sewing machine ladies. And I said, "Hey, how much will you take for doing a skirt?"

She say, "150," and I say, "No, a hundred."

I came back the next day with the fabric and I say, "Please, do the most minimal collection ever, because I don't have so much money to do pockets."

[VALERIE LAUGHS]

[SIMON PORTE JACQUEMUS]

She laughs at me. Say, "Yeah, we do. It will be fine."

I launched my collection. I had a few pieces at home, and I did a shoot. I did a website, I designed everything, I imagined a story. Every collection will have a title, a French title, like a Godard movie. Everything was clear. Nothing changed since that day, to be honest. Like, of course it was more money.

[VALERIE STEELE]

Yeah. Better fabric.

[SIMON PORTE JACQUEMUS]

Better today, better everything. But it's still the same. Like it's one story, a French story. And I published this on Facebook and it went viral. It went viral in a few weeks on Pinterest. And the press call me, say, "Hey, we would love to interview you."

I was like, "Oh, cou cou!"

I was like, I'll tell you, I was in my grandfather's office in the south of France. And I was trying to answer, but I was a child. I didn't know that you needed to have so many things, like, you know, I just did it.

[VALERIE STEELE]

Yeah. It's amazing to plunge in feet first. Like jumping into the ocean that way.

[SIMON PORTE JACQUEMUS]

I think it's... you have to believe so much in it. You have to have this naivete, this strongness. Because if you think of so much things, sometimes you don't do it. And for me, it was just possible. "Yeah. I'm going to publish it on Facebook and create a website."

And the first collection, I sold the pieces.

[VALERIE STEELE]

Yes. It's—well, I think this has to do a lot with the idea that you weren't really just thinking about being a designer, but you had already sort of morphed to the idea of thinking as a creative director. What's the whole? How do I launch this on the world?

[SIMON PORTE JACQUEMUS]

Yeah. And with the name of my mother, you know, was so important. Like was... so the new was so clear. I was like, "Okay, it's going to be JACQUEMUS. Oh, I love it, it's looking good."

Yeah, it was clear suddenly.

[VALERIE STEELE]

The visual images of it all, it was clear. So, tell us about your work. Tell us a little bit— you told us how you started. Tell us about one of your first collections, like. Oh, well, tell us about... I don't

know, tell us...one of my favorites is the Lilac Field. Now, that's not one of your first. It was already several years later, but the—

[SIMON PORTE JACQUEMUS]

Lavender.

[VALERIE STEELE]

Yes, the lavender field, that's what I mean, because it was so beautiful. It was, fairy tale beautiful.

[SIMON PORTE JACQUEMUS]

I mean, that was so yes, it was a ten year anniversary and I wanted to do something so special. I wanted to do like a David Hockney painting, like just a land art kind of vibes. So I wanted... I went to the south of France looking for the perfect field with 360 lavender around the catwalk.

And we find it and, and the collection is a sort of explosion of the different things from the greats and my favorite painter Cezanne to David Hockney. There was like so many references in terms of print, in terms of— it's a really pop collection. Because if you look at my work and the collection, I think I do have some period, I have period that are so linked with my life, you know, so it's quite fun to see the evolution. Like suddenly like my first take, more woman collection and then a more central collection and then coming back to naivety, but naivety with the same sense of femininity. Then one of, you know, it's all quite fun to see.

[VALERIE STEELE]

Well, and so much of it evokes your real interest in all kinds of art and culture. The fact that you pictured, you know, the lavender fields and you had your fashion show outside of Paris, in Provence. It's totally thinking outside of the box. If you can't convince all these journalists to come there—

[SIMON PORTE JACQUEMUS]

You have to, because you have to think out of the box. When I did stripes in Paris, it was my second or third collection. I had like no money, no media. So I was looking at like, other worlds and fashion, like I was looking at dancers. They were doing like, you know, sort of, happening in the train station and stuff. So I was like, okay, we have to go in front of all the luxury shop and make some noise, you know? So you always have to think out of the box. And I think it was also like, what brought me there? It was also to be able to navigate into that world, but without being into the worlds, but playing with the worlds.

[VALERIE STEELE]

Yes. And you said there are things that inspired you, like stripes and the sun and Marseilles and food and love...

[SIMON PORTE JACQUEMUS]

It's the same. But this is my Instagram info that I never change, because I like just a very short description. I didn't feel to say like contemporary brand or whatever, you know. It's not fun enough.

[VALERIE STEELE]

Yeah, but it's very visceral and authentic and emotional. You can really see how these aesthetic aspects have an emotional role in your life, in your biography.

Tell us a little bit more about the importance of advertising, marketing imagery in your work, because you caught on in a viral way from the beginning. Which everyone is desperately paying a fortune for advertising, and you kind of swanned in there and said, "Right, I put up this images and people started calling me about, can we buy your clothes?"

[SIMON PORTE JACQUEMUS]

Well, I've been obsessed by image. It's what's making me want to work in fashion, 'cause I was opening a magazine and I didn't think, "Oh, I want this short jacket." No. I was like, "Oh, I want to be like this Carole Bouquet. I want to be this woman, this man, you know?"

And it's at the point that you realize that what you're saying, like the story you tell is so important. You know so and as well, when you start, it's so much easier to have an idea, to have a strong image, than to have like a perfect garment, to be honest.

[VALERIE STEELE]

Yeah, of course.

[SIMON PORTE JACQUEMUS]

I didn't have money to have an atelier. I was doing my collection on a bank, plus devotion. Like literally on a bank. I was the youngest designer in Paris fashion week "slash" working in the shop of Comme des Garçons to pay the rent. So you don't have the option to have, you know, everything. But what is more important is the idea, what's the emotion you're going to create to people because that say, "Okay, look and believe in me."

And it's also what is good, I think, right now. When you go to shop and you see new designer, think of that. Think how much effort, how much— how difficult is it to be in front of the biggest houses in the world, you know, but people look at us the same way.

[VALERIE STEELE]

Yes.

[SIMON PORTE JACQUEMUS]

So the image was always so easy and natural for me. So... and it's still like 90% of my campaign, my feed, is something I draw and I design, you know. It's my passion, yeah.

[VALERIE STEELE]

It's really extraordinary. It reminds me of Orwell once had a story where he talked about people who had gone to see a movie, you know, and they would stand outside after the movie and they might be wearing old clothes without any money in their pocket, and they would imagine themselves to be Clark Gable, to be all of these Hollywood people that they were adorned in dreams and the clothes that they saw themselves playing those roles. It was really beautiful. There's something so dreamlike, too, about the way you say, "you don't want to have that jacket, you want to be that person. You want to be in that place, that story."

[SIMON PORTE JACQUEMUS]

Yeah.

[VALERIE STEELE]

How do you balance creation, and all the multiple aspects of it, and running a business?

[SIMON PORTE JACQUEMUS]

Same for me was like, I started without any money. So I didn't have the option to sell, you know. At my showroom, I was always obsessed to be in the showroom, to hear feedback, to understand the market. You know, I am still in my showroom. I want to understand and as an independent brand, I don't have so much option. It was always like my— to be very easy, my first collection sales well paid me, my third. And it was always like this. So we grow, we grow, we grow, and then we have a small studio. While I live in the [French word]. I mean, my bed was in the [French word]. How do you say...

[VALERIE STEELE]

In back of the store, so to speak. The atelier.

[SIMON PORTE JACQUEMUS]

Yeah. But then we had a little building, then a bigger building, then a few building but it was always this in mind like, "I don't have the option," you know. But I have something in mind and I know it's a life goal, you know. That's why also I don't consider myself luxury. I know it's going to be maybe my kids saying, "Oh, my father did a luxury brand." But I never say that, you know. I always say, "I have so much work, but I'm on the way."

[VALERIE STEELE]

Yes. Well, it's really... The determination is so clear. And from the beginning you were determined you were just going to do it. I think there are a lot of people who are like, well, I'm creative, but I'm looking for a Pierre Bergé to save me. And like, make this happen. And you are sort of.

[SIMON PORTE JACQUEMUS]

I never look for a Pierre Bergé

[VALERIE STEELE]

Yeah, exactly. Never, never needed that. How do you handle the inevitable ups and downs? I mean, because there are going to be difficulties and problems and things won't work out.

[SIMON PORTE JACQUEMUS]

Like you have more...

[VALERIE STEELE]

No, no, I mean, I don't know what, ups and downs.

[SIMON PORTE JACQUEMUS]

So in general, in life?

[VALERIE STEELE]

In general in life.

[SIMON PORTE JACQUEMUS]

Well I'm always seeing with a positive. So, but I know even if I have a short career of 15 years, it was not always the dream it was. But I was so determined. So, I don't know, I never... I'm not afraid, you know.

[VALERIE STEELE]

Yeah.

[SIMON PORTE JACQUEMUS]

And as well, I'm not afraid of losing anything because I have so much in my heart and I have so much.... I just listen to myself and I go.

[VALERIE STEELE]

Well, this optimism and determinism, I think it's got to be central to your success. The way you described how you see the woman who's wearing your clothes as being optimistic. And you know, this was the first time I've ever heard someone describe their, you know, the woman they see themselves designing for as being optimistic is like a reflection of your own feelings about the world.

[SIMON PORTE JACQUEMUS]

Because also, sometimes my words that I use are not the world that people will use in the luxury or in the world of high fashion or whatever. You know, it's like you never see, like I use family, I use the reality: my grandmother. So it's code from... it could be like from beauty, for example, or from other world. So it's fun.

[VALERIE STEELE]

Yes. Well it's, forgive me for quoting again, but the kids didn't hear when I quoted from that wonderful interview where you talked about, you know, all of your memories and saying you

thought you'd never seen your mother as beautiful as a day after the beach. And even as a small child, you thought, oh, you know, "I have this...I'm imagining this woman and she's, you know, wearing a ball gown and carrying a straw bag. And, you know, she's so happy and looks so beautiful and simple."

Those ideas were with you even as a small child. It's kind of a wonderful dreamlike image.

[SIMON CHUCKLES]

[SIMON PORTE JACQUEMUS]

Yeah, totally.

[VALERIE STEELE]

Absolutely. It's really beautiful. What are you proudest of having done, so far?

[SIMON PORTE JACQUEMUS]

[Long Pause] I never ask myself, when I wake up. But, my company, like the people in my company, I would say. The way we are, the way we act, and the way people feel in my company, I think it's amazing. I don't realize it because I built it, but people, when they come to our office and they see people and they have to say, "Oh, there's something special in there."

And yeah, I think this, I'm proud.

[VALERIE STEELE]

Yes. No, that makes sense to me. I feel the same way about my team at the museum. I'm really proud of how we work as a team together. It's really happy making.

[SIMON PORTE JACQUEMUS]

It's the value and everything around that.

[VALERIE STEELE]

What advice do you have for the fashion students and other students out here?

[SIMON CHUCKLES]

[SIMON PORTE JACQUEMUS]

Well, the best advice is no advice. I think, you know, like sincerely, and listen to yourself. Because if you start lying to yourself or you're not sincere with yourself, at the end of the day you will not be happy. So like be 100% yourself. It's the only kind of advice.

[VALERIE STEELE]

Yes.

[SIMON PORTE JACQUEMUS]

But I'm happy to answer, like any more specific question about the job and like anything you know, I like no advice 'cause, you know, when I was 18 years old, I was going around and I meet some fashion icon. I don't know. The advice I received, I will never.. I always take the opposite.

[VALERIE AND SIMON LAUGH]

[SIMON PORTE JACQUEMUS]

And then I was calling the person. I say, "You know, I didn't listen to you"

They say, "Yeah, yeah."

I was sure about it, you know? But sometimes you have to... if you believe in something, like go.

[VALERIE STEELE]

Yes, I think that's really a question of looking into yourself and see, because everybody's going to have a different path. So your advice may be completely wrong for someone else.

[SIMON PORTE JACQUEMUS]

You know, like recently it's happened to me. One of an ex-colleague told me to not open in Avenue Montaigne in Paris. "I don't think it's for you. I don't think... I don't know, I don't see it."

And I say, "No, no." I was 18 years old. My dream was to open Avenue Montaigne. I'm going to open Avenue Montaigne. And then it became a success. But you have to... it's hard. I don't say it's easy 'cause we're doing so much thing and sometimes it's so easy to say... oh you think, but listen to yourself.

[VALERIE STEELE]

Yes. I don't have any more questions. Do you have any news that you can tell them about where things are going in the near future with you?

[SIMON PORTE JACQUEMUS]

Well, maybe you heard but it's very special year, as we are coming to America a few times this year and we're starting with a new store in Soho.

[VALERIE STEELE]

Yes.

[SIMON PORTE JACQUEMUS]

Spring streets.

[VALERIE STEELE]

Spring Street in October?

[SIMON PORTE JACQUEMUS]

Yeah.

[AUDIENCE APPLAUDS]

[SIMON PORTE JACQUEMUS]

So, you're all invited!

[AUDIENCE CHUCKLES]

[SIMON PORTE JACQUEMUS]

Come take a look. And have a champagne with us. I'd be happy. And, yeah, we start with this and more news to come about America in general. I'm excited.

[VALERIE STEELE]

I know it's wonderful. It's really wonderful that you're so keen on coming to America now. It's great.

[SIMON PORTE JACQUEMUS]

Yeah, I always thought that that was something more special than anywhere, anyway. Like I knew with the storytelling, the product. I know there is something that is special. So I'm so excited. It's a nice one.

[VALERIE STEELE]

It's really nice. We have a few questions from the audience. Do you have time for one or two?

[SIMON PORTE JACQUEMUS]

Yes, sure.

[VALERIE STEELE]

Can you talk a little bit about your creative process?

[SIMON PORTE JACQUEMUS]

So most of the time, but it's not true recently, I'm starting with a place and I'm sending a lot of references, almost like 60 pages to the full studio of reference. It's art, and the rest is old pictures or old techniques.

[VALERIE STEELE]

Yes.

[SIMON PORTE JACQUEMUS]

And for example, we say, "Oh, I would love to do like a very '80s collection, but in the '40s with the shoulder off and the lowest of the 40."

And it's a mix and a combination of a lot of things. And we start with the first fitting is just like a carcass and we start with draping.

[VALERIE STEELE]

Okay.

[SIMON PORTE JACQUEMUS]

So very the old way. Yeah.

[VALERIE STEELE]

Yes

[SIMON PORTE JACQUEMUS]

I think when Anna came to our building, she was quite surprised to see the amount of sewing machine because everything is internally.

[VALERIE STEELE]

Interesting.

[SIMON PORTE JACQUEMUS]

So it's a big, moulage process.

[VALERIE STEELE]

Yes. This is very interesting. The whole business, the emphasis on actually draping and sewing and experimenting with that.

[SIMON PORTE JACQUEMUS]

Yes, I think few of my collection, I was like, a hundred percent draping by me, like Les Santons de Provence. Now, it's changed 'cause my hands were doing always the same movement, the size on the shoulder. Like, La Bomba, I drape everything. But then now, I need to be more surprised. I think I need to be more fit in a way with my studio. So it's, it's more collaborative. Before, it's yeah, super small so it was really not an option as well.

[VALERIE STEELE]

Yeah.

[SIMON PORTE JACQUEMUS]

But I realized that I was as well, like doing always the same thing, you know.

[VALERIE STEELE]

So you can bounce these creative ideas with other people.

[SIMON PORTE JACQUEMUS]

Yeah. Yeah. But you need to get surprised.

[VALERIE STEELE]

Yes. Okay. That's brilliant. And someone's asking this: do you have a design philosophy?

[AUDIENCE MEMBER]

[Indistinct]

[VALERIE STEELE]

I don't know.

[SIMON PORTE JACQUEMUS]

Okay, fin. At JACQUEMUS, it can only happen if we are all happy. If there is a good mood.

[VALERIE STEELE]

Okay.

[SIMON PORTE JACQUEMUS]

I don't see, I cannot. I know it's a lot of... it's like that in a lot of houses, it's a little bit dramatic. I'm more of the opposite. I need it to be a good day.

[VALERIE STEELE]

Okay. That's a very important design philosophy. More people should have that.

Are you interested in any kind of collaborations? With smaller brands, for example, sustainable brands?

[SIMON PORTE JACQUEMUS]

Yes. Why not?

[AUDIENCE CHUCKLES]

[SIMON PORTE JACQUEMUS]

It's...yeah. Why not? I mean...

[VALERIE STEELE]

You've done some collaborations with other brands so far?

[SIMON PORTE JACQUEMUS]

Nike.

[VALERIE STEELE]

Nike. That's right.

[SIMON PORTE JACQUEMUS]

But yeah, it's because they were bringing me sport. And I was so enthusiastic to do a sports womenswear in a different way. So I was really... I was not just to do brand collaboration just for the fun, but it was more specific and long term collaboration.

[VALERIE STEELE]

Yes.

[SIMON PORTE JACQUEMUS]

I love as well... I'm really like a long term person. So I like when it's more than a little buzz.

[VALERIE STEELE]

Right, not just a sneaker.

[SIMON PORTE JACQUEMUS]

Because, yeah, I refuse so many things through the years. And I think it's what brings me as well to, well, Nike, the greatest.

[VALERIE STEELE]

Have you ever wanted to do a fragrance?

[SIMON PORTE JACQUEMUS]

Always, yeah. Same time as I developed my line, I always see perfume because JACQUEMUS is lifestyle, it's more than clothes. So I always—

[VALERIE STEELE]

Right. You do also some home products too, right?

[SIMON PORTE JACQUEMUS]

Yeah. But it's cute things, few things. It's not like... I don't have a beauty line.

[VALERIE STEELE]

Right, yet.

[SIMON PORTE JACQUEMUS]

But I have so much work, so you know, you cannot do it all as well. Also, you have to think, 'cause, you know, I could have launched a pillow brand, but, you know, you have to focus on thing.

[VALERIE STEELE]

Here's an interesting one. Someone's saying that they think around 2017, your designs seem to be— evolve from more architectural, maybe Japanese influence to a more romantic Parisian style. Do you think that's an accurate characterization?

[SIMON PORTE JACQUEMUS]

I see the point. I think there is a turning point in my work, whereas Saint-en-Provence in 2017 where people were like, “Oh okay, you can dress women”

Before, I was quite naive. It was really like patchwork. I understood Japanese in France because I was working for Comme des Garçons for three years. So imagine being like a creative person every day in front of Comme des Garçons. Of course it's changed me forever. I learned so much from Rei Kawakubo: business, fashion. It's made me think different and it was my school in a way. I always say that. And after that, I came more... how can I say that? I was more myself and when I did that Provence Collection inspired, I was totally me. And it's still my favorite collection.

[VALERIE STEELE]

Yes.

[SIMON PORTE JACQUEMUS]

Which is incredible.

[VALERIE STEELE]

Incredible.

[SIMON PORTE JACQUEMUS]

I mean, that is still my favorite.

[VALERIE STEELE]

Yes, yes.

[SIMON PORTE JACQUEMUS]

It's an incredible collection, guys.

[AUDIENCE LAUGHS]

[SIMON PORTE JACQUEMUS]

But let's see the trend in 2017. And I don't know, it was so much about my grandparents' obsession of those little provincial figurines where I'm from. That changed the narrative of JACQUEMUS. We had all the cover of magazine. Rihanna was wearing it all over the place, like, it's really changed JACQUEMUS.

[VALERIE STEELE]

Yes.

[SIMON PORTE JACQUEMUS]

And then the bags. So yeah.

[VALERIE STEELE]

The bags, of course. Talk to us a little bit about the bags.

[VALERIE LAUGHS]

[VALERIE STEELE]

Because there's been just a viral enthusiasm everywhere for the bags.

[SIMON PORTE JACQUEMUS]

Yeah, it was in 2018. I decided to take, old 50...yeah, from the 50's. Old 50's bags and making small, and I started to cut them and I realized that it was quite fun to have a small bag, but with still a bigger handle. And people told me, "Okay, don't put them. It's ridiculous. It's... phew."

And I decided to put them all on every people in the show in Musée Picasso. And it became viral.

[VALERIE STEELE]

Yes.

[SIMON PORTE JACQUEMUS]

Like literally viral. And it became a phenomenon and then it became like a hit bag and and then, a moment.

[VALERIE STEELE]

Some of you already know that Jacquemus and his husband had twins in April. And somebody is just asking a question.

[AUDIENCE APPLAUDS]

[SIMON PORTE JACQUEMUS]

I know, because it's the second time, like today. Thank you. You mentioned them and it was really special. It's the first time in my life that someone speak of my career and mention my kids. So it was something. It was really, really cute.

[VALERIE STEELE]

Well, this person here said, you know, she's a creator of a brand, and she's also a mom, of a little person. And she wonders how this has affected your work. Do you have a lot of help? I mean, this was always the, you know... people would say women couldn't get ahead... because of the carriage in the hall, you know, the problems of the baby.

[SIMON PORTE JACQUEMUS]

You know, I feel, I don't know, in a way. Yeah, like in a good way. I feel like, "Oh yes, I'm that."

Because as well, all this work. I'm happy that... I don't know, I still have, you know, I grew up in a farmer family and it's not the legacy. I don't know how to explain that in English, but the fact, I don't know, my grandfather to give me his little piece of grass. It was so important that I value. It's not about the amazing brand, it's more about...I don't know.

Yeah, I feel like I'm so happy. And it was a dream since ever. And when I met my husband, it was his dream as well, so I don't know.

[VALERIE STEELE]

Yeah, it's very, you know, it's very special. It reminds you, too, that it's not all about work. That work and life are all together.

[SIMON PORTE JACQUEMUS]

I couldn't be there without a very healthy life. And, without a healthy routine. You can't. You can't.

[VALERIE STEELE]

Yes, yes. Well, people are asking about, are you going to go to Chanel? *[LAUGHS]* And I know you can't say that, but it keeps coming up, so.

[VALERIE LAUGHS]

[SIMON PORTE JACQUEMUS]

Yeah. Yeah, I was expecting this question. Fin.

[VALERIE STEELE]

Let me see if there's one more. No, I think those are most of the ones we've had. Just one last question. Do you have thoughts about, you know, the lifetime value of a customer to your brand? I guess the importance of customers to your work. Do you ever meet with customers at pop ups or like, engage with them to see what they like?

[SIMON PORTE JACQUEMUS]

And yes, a lot, but we are as well. We are like so young in that kind of program. You know, we starting to link a lot. We have now a few boutiques and we're going to have another one in New York. So it's the beginning as well. We are so young in the relationship. Even on e-commerce. We are there but we are starting to have the conversation. But it's so important.

[VALERIE STEELE]

Yeah. So fabulous. Well thank you so much. Please join me in thanking Simon.

[AUDIENCE APPLAUDS]

[SIMON PORTE JACQUEMUS]

Thank you. Thank you to you.

[AUDIENCE CONTINUES TO APPLAUD]

[SIMON PORTE JACQUEMUS]

Thank you guys.

[AUDIENCE RESPONDS]