



Jil Sander

Jil Sander, in full Heidemarie Jiline Sander, was born on November 27, 1943. She is a minimalist German fashion designer and the founder of the Jil Sander label, noted for her luxurious understated clothing and influence on minimalist fashion.

She graduated in 1963 from a textile-engineering school in Krefeld, then she worked for a while in fashion journalism, first at *McCall's* magazine in the USA and the Germany-based *Constanze* and *Petra*. She opened her first boutique, in Hamburg, in the late 1960s, selling her own creations together with clothing by established European designers.

She launched her first collection in 1973. At first she became known for designing refined, stylish workwear that was expertly tailored and typically made in luxurious fabrics. Her collections, with their neutral colour palette and focus on simplicity and wearability, stood in stark contrast to the brightly hued, highly embellished looks that would follow in the 1980s. Emphasis was on structure and shape rather than on ornamentation and decoration.

Sander increased the company's scope beyond clothing in 1979, launching a line of cosmetics and perfume. In 1989 she took the company public while retaining creative control. Her minimalist style began to be embraced by other designers and by the public at large; she is often recognized as being among the major designers who helped influence the minimalist style that defined the fashion of the 1990s.

Sander sold a 75 percent stake in her company to the Italian fashion house Prada in 1999 and resigned a few months later. Under new creative director Milan Vukmirovic, who had previously worked for Colette and Gucci, the label failed to maintain its success.

Sander returned for a brief period in 2003-04 but then resigned again. Belgian designer Raf Simons subsequently became the creative head of the label. He continued the brand traditions of simplicity and craftsmanship while expanding the use of bright colours and bold prints. Then the label came under new ownership paving the way for Sander to return as creative director in February 2012. Her first new collection was for spring 2013, and she remained true to the elegantly wearable aesthetic that defined her brand. In October 2013 Sander announced that she was leaving the label.



ACTIVITIES

1 Read the text and complete the timeline below.

1943	
1963	
1973	
1979	
1989	
1999	
2003-04	
2012	
2013	