

LES SŒURS FREEGO



LE FIL D'UNE HISTOIRE À PART

Kyryll Charbonnel et capucine vever

L' aventure a commencé dans le Saint Germain des Prés des années soixante-dix. A l'époque, les intellos se retrouvaient au Flore, les dragueurs au Drugstore, les fêtards chez Castel, à L'Alcazar, chez Régine. Katia et Nadia, deux sœurs inséparables, ont alors un projet de boutique « avec des vêtements que l'on rêvait d'avoir dans nos placards ». Elles ouvrent en 1976. La canicule de cet été-là va les inspirer. C'est le petit « frigo » d'appoint qui, comme une évidence, va baptiser la boutique. Clin d'œil à la chaleur accablante et jeu avec les mots « free » et « go ». Freego trouve son enseigne.

Liberté, audace et idées larges reflètent l'esprit de la boutique

Légèreté, humour et rires caractérisent les sœurs Freego. Liberté, audace et idées larges reflètent l'esprit de leur boutique, qui attire des personnalités d'avant-garde et issues d'univers très divers : arts, cinéma, lettres, politique, architecture, publicité... A l'image de Maïmé Arnodin*, figure emblématique du Jardin des Modes dès les années 1950, initiatrice du prêt-à-porter et créatrice de la mythique agence de publicité Mafia. Cliente chez Freego, Maïmé Arnodin, accompagnée de

Françoise Avellis*, donne sa bénédiction en 1998 à la collection de cachemires de Katia et Nadia. Dans la foulée, l'agence Desdoigts* et associés crée le logo des sœurs Freego. La photographe Françoise Huguier signe une série de clichés pour le catalogue de la boutique. « Chez Freego, j'étais toujours sûre de trouver les bonnes tenues qui collaient aux personnages », se souvient Michèle Cerf, la costumière des films de François Truffaut, Bertrand Blier et tant d'autres...

Ouvertes sur les autres, chineuses et curieuses de tout, les sœurs Freego invitent des créateurs dans leur boutique. Des créateurs dans la lignée du style Freego. Parmi eux, citons Henry Cuir, Casey Vidalenc, Yoriko Sakurama pour Vlas Blomme, Maria Rudman, Matsushita Takahiro pour m's braque, Junji Koike pour Christian Peau, Diane De Clercq, Nicola Scaglione, Jane Wheeler... Une sélection pointue pour celles et ceux qui cultivent le goût du rare.

Toujours à l'affût, les sœurs Freego dénichent les talents qui feront la mode de demain. Avant-gardistes, elles ont su ouvrir leur porte aux créateurs d'hier reconnus aujourd'hui. Elles ont défendu Marithé et François Girbaud dès 1977, ont vendu Ventilo avant l'ouverture de sa boutique rue Bonaparte, ont été les premières à croire au phénomène Go Silk, « une soie d'un autre type ». Sans oublier les Saverio



Nicolas Salomon

Palatella, Malo., Aspesi, gentry portofino, Michiko Koschino, Allegri, Brunello Cucinelli, Diego Della Valle et la mythique Carhartt... ils ont tous un jour été diffusés chez Freego. Car Katia et

Nadia ont l'œil, un goût inné pour le beau, l'inattendu, l'élégance.

ANNE EVEILLARD

* *Le beau pour tous*, de Sophie Chapdelaine de Montvalon. Préface de Terence Conran. Editions l'Iconoclaste. 68 €



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THE FREEGO SISTERS



Kyrill Charbonnel et Capucine Vever

The adventure began in Saint-Germain-des-Prés in the 1970's: the intellectuals would meet at the Café de Flore, the pick-up artists at the Drugstore, and the revellers at Castel, L'Alcazar, and Regine's.

Katia and Nadia, two sisters who are inseparable, fantasized about owning a boutique "with the kinds of clothes we dreamed of having in our own closets".

Fast forward to 1976 and the opening of their boutique. Without knowing it, that summer's heat wave would inspire them. But it was their mini-fridge (or "frigo" in colloquial French)

that would baptize the boutique. It would inspire the name "Freego", a play on "free" and "go", a nod not only to the crushing heat of that summer, but to their free spirits as well. Lightness, humor, and laughter characterize the Freego sisters. Freedom, audacity, and big ideas reflect the spirit of their boutique which attracts not only the avant-garde, but also people from very diverse walks of life: the arts, cinema, publishing, politics, architecture, public relations, and advertising...in fact very much in the image of Maime Arnodin, legendary face of the influential 1950's magazine *Jardin des Modes* (an early promoter

of ready-to-wear), and founder of the mythic advertising agency, Mafia.

In 1998, Maime Arnodin*, a Freego client herself, along with Françoise Avellis* gave her blessing to Katia and Nadia's cashmere collection. At the same time, the Desdoigts* and Associates agency was creating the sisters' logo.

The photographer Françoise Huguier also created a series of photographs for their catalog.

"At Freego, I was always sure to find good outfits which resonated with the personalities of the characters I was dressing", remembers Michèle Cerf, the costume designer for filmmakers

such as François Truffaut, Bertrand Blier, and many others.

Katia and Nadia have a gift for spotting talent and for mixing people's styles, a gift which is at the heart of Freego : timeless, individually unique, eternally fashionable. For them, clothing is "an encounter with one's own style, with one's personality". It is a clear point of view, a clear vision. "Fashion is not only clothing, it's an attitude", said the famous Claude Brouet. The Freego sisters are a perfect example of that philosophy.

An Atypical Boutique

At 11 rue Jacob the interior designer Julio Bernadou conceived the space as a treasure chest: a place where beauti-

fully made cashmere and other exquisite materials are displayed with elegance and refinement.

Out of sight, the Freego sisters' atelier is hidden in the courtyard of 11 rue Jacob. A creative space where they design their clothes and choose the fabrics: a work they pursue attentively with humor and grace. It is also here that they weave personal ties with faithful clients who have become friends. A long collaboration with the whimsy of life, always colored with joy.

Habituéés stop by for a coffee, a story, or to get an early look at the new creations. They discuss, trade and share ideas; they patiently reconstruct the world...a sense of being far from reality...a lifestyle.

Special Collections

Cashmere, cotton, linen, dyed or washed fabrics are the raw materials of the Freego collections. These collections are constantly refreshed with the collaboration of other fashion artisans; those who continue the quest for the finest details and the most carefully handmade touches.

This includes artisans like Henry Cuir, a brand created by Henri Beguelin, whose fine Italian handwork speaks of know-how, passion, and emotion. The Freego sisters never hesitate to cross borders to uncover talent. Katia and Nadia love to share and to show: "Our clothes tell stories. They are like spirited people, never forgotten."

Open to new ideas and curious about



everything, the Freego sisters represent other designers in their boutique as well. Designers in sync with the Freego style such as: Henry Cuir, Casey Vidalenc, Yoriko Sakurama for Vlas Blomme, Maria Rudman, Matsushita Takahiro for m's braque, Junju Koike for Christian Peau, Diane De Clerq, Nicola Scaglione, Jane Wheeler... A selection targeting those who cultivate a taste for the rare.

Always on the lookout, the Freego sisters uncover the talents of tomorrow's fashion. Avant-gardists, they know how to open their door to rediscover designers of the past. They have presented Marithé and François Girbaud since 1977, have sold Ventilo before he opened his own boutique on the rue Bonaparte, were among the first to appreciate that phenom Go Silk, "another kind of silk". Not to be forgotten are Saverio



Nicolas Salomon

Palatella, Malo, Aspesi, gentry portofino, Michiko Koschino, Allegri, Brunello Cucinelli, Diego Della Valle, and the mythic Carhartt, who were all sold by Freego at one time. Katia and Nadia have an eye, an

innate taste for beauty, the unexpected and the elegant.

Anne Eveillard

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