

## **JEAN-CHARLES DE CASTELBAJAC**

Jean-Charles de Castelbajac has had a long and distinguished career spanning design, painting, advertising and street art. He debuted in the fashion world in 1968, when he launched the brand Ko&Co in collaboration with his mother. He then went on to inspire fashion trends such as the “anti-fashion” movement and the alternative use of objects to decorate garments.

In 1974 he co-founded Iceberg. In 1978 he founded Maison Jean-Charles de Castelbajac, which he left in 2016. Over the years he also collaborated with Max Mara, Ellesse, Courrèges, Rossignol, and Le Coq Sportif. Born from the fusion of punk and pop, his style is characterized by the use of strong colors and pop icons, the mix of old and new and a whimsical and irreverent touch.

UNITED COLORS  
OF BENETTON.

During his career, the French designer befriended and worked with artists such as Andy Warhol, Miguel Barcelo, Keith Haring, Jean Michel Basquiat, M.I.A and Lady Gaga. His creations have been displayed at New York’s Institute of Fashion and Technology, London’s Victoria&Albert Museum and the Galliera Museum in Paris. In 2018 he was guest artistic director at the Paris Biennale.

In October 2018 he was appointed artistic director of United Colors of Benetton’s Men’s and Women’s collections. Since 2019, he is also responsible for the children’s collections.