



Passion for Fashion (115)

Mon, 17th Jun 2019 GMT/BST

Lot 153

Estimate: £30000 - £40000 + Fees

An important John Galliano 'Les Incroyables' coat, Saint Martin's degree show collection, July 1984, unlabelled, of heavy dark slate-blue herringbone-weave cotton, of voluminous cut with kimono-like sleeves, the cuffs backed in striped late 18th century-style silk; the slanted front pockets lined in sprigged burgundy cotton, two front panels and two back panels, each with rolled and buttoned hems edged in rose-sprigged cotton, with extra front 'scarf' panel also inset with calico lined pocket and similarly hemmed, brown plastic buttons to hems to adjust the length of the individual panels

Provenance: Johann Brun

Galliano wheeled his Degree show collection to Browns in South Molton Street soon after the show (he couldn't afford to taxit). Joan Burstein, the owner of the famous designer boutique, had agreed to take the collection in its entirety for sale and the clothes filled the shop windows. On the first day, Diana Ross purchased an Incroyable coat. On the second day a 24-year-old Ghanaian Dane, called Johann Brun, purchased this coat for £400. He wanted to place a large order of the collection for a shop he planned to open in Denmark and was on the look out for new, exciting London creations. Upon entering the shop and explaining his interest, he was introduced to John Galliano, who fortuitously happened to be there 'seated with his back against the window, looking nervous'. Galliano refused to take further orders as he explained he was going to New York to work as an illustrator. Several weeks later, after obtaining Galliano's home telephone number, Brun tried again. Galliano was out, but he spoke to his sister who said, 'we have so much interest, it's a shame we have no one to back him.' Brun immediately offered to become the backer and soon after arranged to meet in a pub near Baker St where he and Galliano shook hands on the deal. Galliano Brun Ltd produced four collections between 1985 and 1986 before it was liquidated.

This coat was was one of then creations worn on the St Martins catwalk.