



MAURICE RENOMA

In 1999, a book was published associating Maurice Renoma with a neologism that could be intriguing: “modographe”.

A word had to be invented to define all at once the passionate man full of ideas, couturier, designer, photographer and scenographer

Thus, modography intrinsically gathers his two main passions: fashion and photography.

From the 1960s and before making photography his favorite medium, Maurice Renoma largely contributed to inventing Fashion creating in particular the Renoma brand, extraordinary and transgressive, a blow to the dress codes of the time.

Considering fashion as a full art form, Renoma expresses through clothing an original vision, free from all aesthetic prejudices.



BIOGRAPHY

The son of the tailor and manufacturer Simon Cressy, Maurice Renoma was born in October 23, 1940 and grew up with his brother Michel in the family apartment which also served as a clothing workshop, a stone's throw from the Carreau du Temple, in the 3rd district of Paris.

From the age of 15, Maurice made clothes in suede or loden, in a typically unprecedented English style for the time.

In 1963, the White House Renoma boutique opened its doors on *rue de la Pompe*, in the 16th district, to clothe the young students from "Janson".

Considering fashion as an art form, Maurice Renoma expresses his original and daring vision. New materials, bold colors and sculptural cuts, all the ingredients are there to make the family tailoring house stand out from the rest.

Renoma style became famous: fitted jacket with wide lapels, deep slits, straight shoulders combined with straight cut, low waist pants. He shook up the standards with his military cloth blazers, his fitted suits in green velvet, garnet, purple ...

He twisted the garment by cutting it out of upholstery. For Parisian youth and for political and artistic personalities, Renoma store became the place to be for a new fashion, without convention, without concession.

In the early 1990s, Maurice Renoma began to take an interest in photography and the use of black and white 400 asa film.

He invented the neologism "modographe" which, according to him, corresponds better to the essential links uniting fashion and photography. Since 1993, Maurice Renoma has exhibited his photographs in France and around the world. In 1997, he was made Chevalier des Arts et des Lettres.



Serge Gainsbourg et Maurice Renoma

ENCOUNTERS

His revolutionary style allowed him to dress and socialize with the *famous-French-artists* of the time: Brigitte Bardot, Serge Gainsbourg et Jane Birkin, Jacques Dutronc, Françoise Hardy, Catherine Deneuve, Jean-Paul Belmondo, Alain Delon... The shop became a fun meeting place where the greatest celebrities met.

Famous politicians also succumb to Renoma madness: Valéry Giscard D'Estaing, François Mitterrand and Jacques Chirac were welcomed by the favorite fashion designer of the Parisian elite.

Serge Gainsbourg, a close friend of Maurice, was the face of the brand for more than 10 years.



James Brown and the Lenin jacket

Michel Houellebecq, called on Maurice Renoma to upholster the erotic room for his exhibition "Restez vivant" at the Palais de Tokyo, in Paris.

The couturier took the opportunity to give the taciturn writer a makeover, who would then be seen with Renoma vintage flower patterned shirts and a smile on his face.



Brigitte Bardot in Renoma costume

He attended and dressed those who would become the greatest figures in fashion, while being a source of inspiration for them: Yves Saint Laurent, Karl Lagerfeld, Giorgio Armani, Gianni Versace, Hubert de Givenchy, Marc Bohan (Dior),...

Very quickly, large-scale international stars came to dress in the Renoma boutique, which had become legendary.

From rock to contemporary art through Hollywood and sports personalities, the greatest legends had their suits cut there: Salvador Dali, Pablo Picasso, Andy Warhol, Jean-Michel Basquiat but also Bob Dylan, Eric Clapton, James Brown, Jack Nickolson, John Lennon, The Rolling Stones, Jim Morrison, and many more...



John Lennon wearing an embroidered velvet jacket Renoma in the clip «Imagine»



Andy Warhol and his Renoma multi-pocket jacket in China



RENOMA, THE FASHION DESIGNER

FASHION & DESIGN



Zebra unisex outfit

Renoma marks a real turning point in the history of fashion: "It is the very embodiment of that moment when men's fashion emerged from non-existence to take precedence over women's 'vanities'. Dressing at Renoma awarded you a Parisianism certificate, a certificate of youth to be consumed without moderation. " J. Brunel

The innumerable collections created by Maurice Renoma can punctuate the century in a kaleidoscope of form and color, of which men's fashion has, even today, few equivalents. Very inspired by Vasarely and Escher, Maurice Renoma borrows the codes of op art (optical art), cubism and modern art in general to integrate them into his clothes with taste and thoroughness.

Provocative without concession, it is a whole generation that is filled with passion for the extravagance of clothing and the bursting of masculine codes.

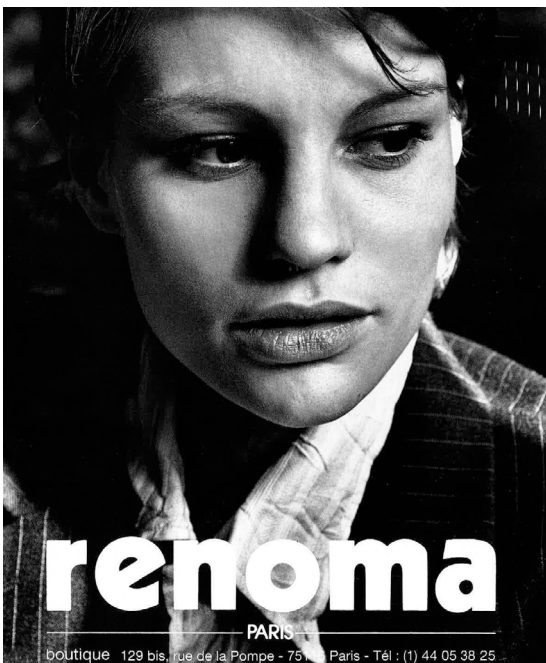
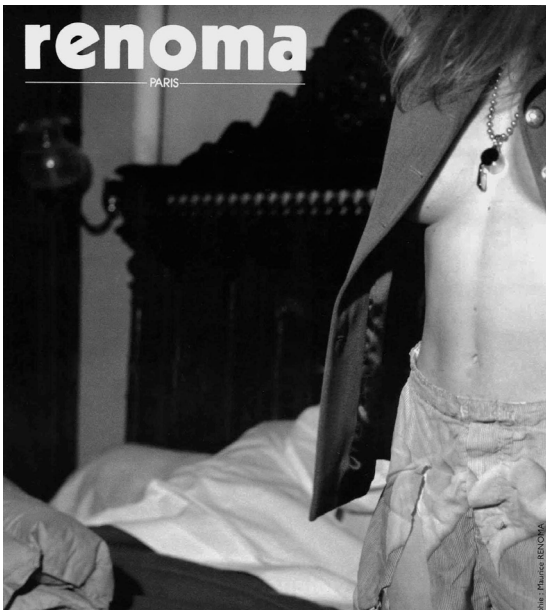
Its name resonates today: Renoma Generation.

Suits made of linen or upholstery fabric scraps, shirts with asymmetrical collars, landscapes printed on leather jackets or even scented underpants ... Renoma is an inventive, limitless and revolutionary brand. A single motto: daring in the service of style.



Renoma tennis collection

Renoma shakes up the codes by injecting the notion of aestheticism into clothing beyond the functional, exploring androgyny and the mixing of genres - shocking biases for the time.



RENOMA, FROM FASHION TO PHOTOGRAPHY

MODOGRAPHY

In the 1990s, the tireless artistic sensibility of the prince of clothes discovered another passion: photography.

As so often happens in such cases, it was born out of a frustrating incident: none of the photos offered for its catalog found favor in his eyes. Maurice Renoma therefore took his place behind the camera and stayed there.

"The first reason is that I want to have complete control over Renoma's image. It is no longer an item of clothing that we buy today, but a style authenticated by a brand". M. Renoma

This is why he has been exploring for more than 30 years the subtle art of epitomizing the brand image in one snapshot.

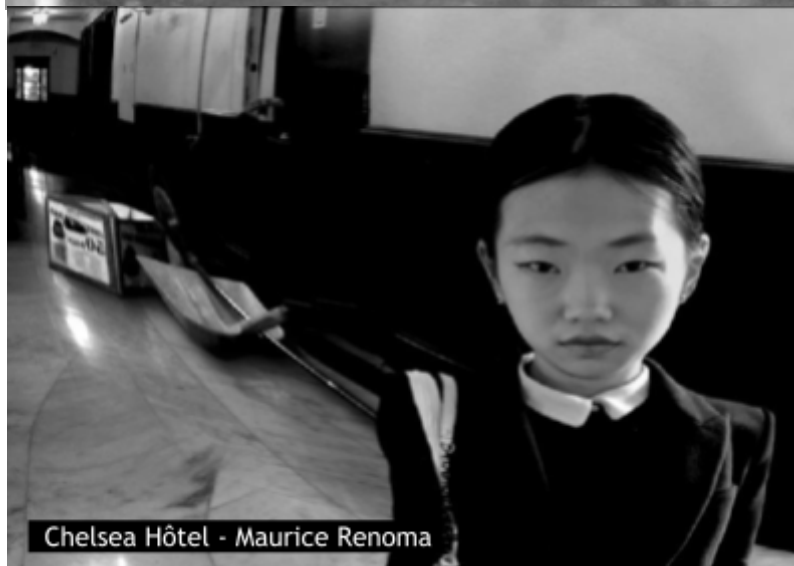
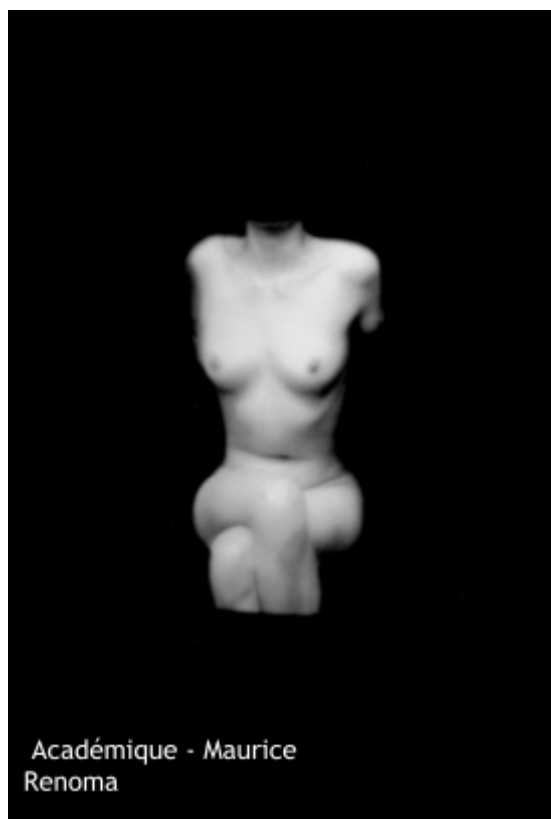
Atypical, daring, ... his photographs follow the provocative line of his collections.

At the forefront of ready-to-wear and brand communication, it is the entire Renoma world that Maurice chooses to include in his advertising.

He creates his images as he has always created everything: as a dilettante. In his eyes, the photographs result from an "impulsive act", dictated by his aesthetic concerns and freedom.

"Photography is an art, and I have always wanted to practice fashion also as an art, without taboos or preconceptions. A strong bond now unites me with photography, which demands a great deal of sensitivity from me".

MAURICE RENOMA, THE PHOTOGRAPHER





RENOMA, FROM FASHION TO ART

«TRANSGRESSIONS» - BLAZER COLLECTION

In 1963, the Renoma blazer appeared. Worn until then as a uniform in English colleges and by British sailors, Maurice made it an iconic piece of fashion in France, still worn today.

Serge Gainsbourg adopted it for several decades and made it a strong symbol of relaxed dandy and Parisian elegance.

Out of artistic concern and to accentuate the exceptional value of his blazer, Maurice Renoma decided in 2006 to entrust his models to the greatest international contemporary artists so that they could turn them into works of art.

This new adventure expresses his idea of creation: a mixed universe, where different inspirations converge. This new Blazer collection is born out of this exchange, from a look back over the textile material soaked in other colors, other materials, other perceptions.

32 artistic figures from all over the world rose to the challenge including Arnal, Ben, Erro, Klasen, Villeglé,...





Mythologies - Maurice Renoma

MAURICE RENOMA, THE PHOTOGRAPHER

WORKS & INTENTIONS

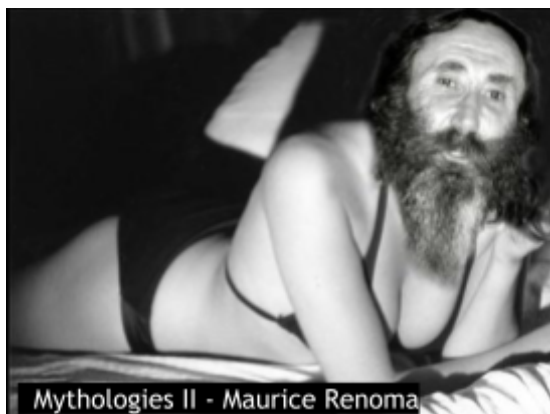
"I believe that the main thing in life is to always express yourself. Photography allows me to go further".

Maurice Renoma owes all his photographic inspiration to fashion, which he has always practiced as an art. The human body is at the center of his first years of photography, marked by a particular interest in the characters - sometimes taken out of their context and restored in an almost cinematographic setting - and images imbued with sensuality, exploring the details of a garment on the body, capturing the charm of a lost gaze or an intimate ritual. Maurice Renoma captures the moment, finding poetry everywhere.

An artistic framework links each of his adventures: A freedom without any taboos and totally assumed associated with a desire to live and constantly discover. His career bears witness to this! While his first photographs celebrated the female body, the artist quickly freed himself from it to then deliver work on fiction and reality, shadow and light.



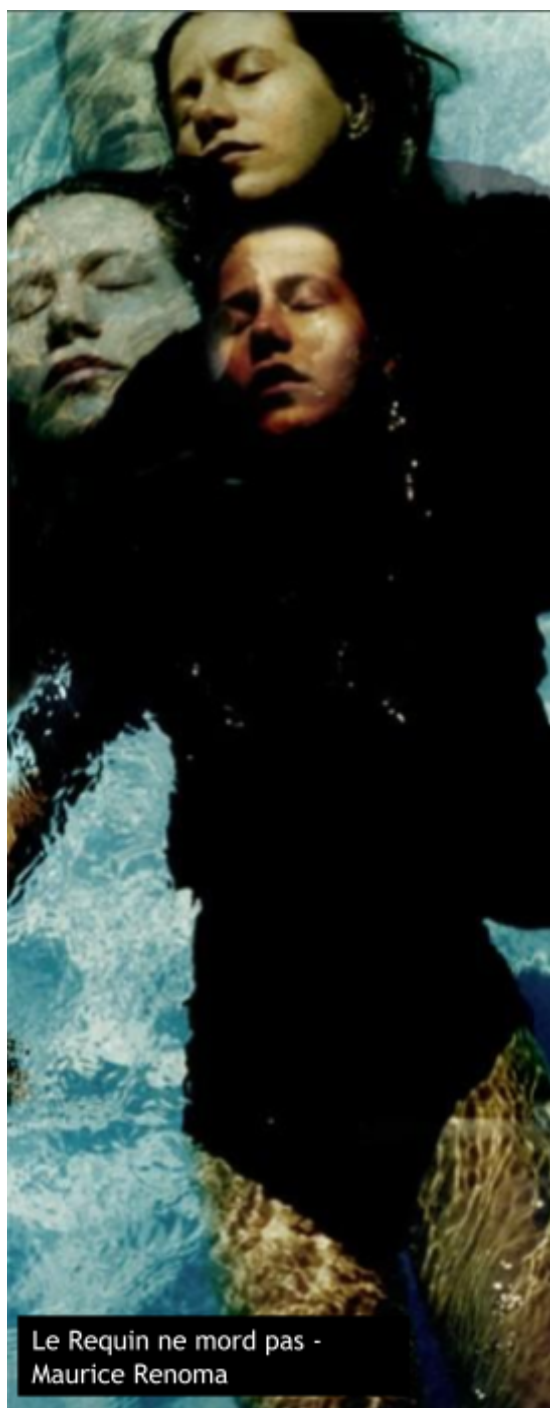
Shanon, Lost Effect - Maurice Renoma



Mythologies II - Maurice Renoma



La nageuse - Maurice Renoma



Le Requin ne mord pas -
Maurice Renoma



Autoportrait - Maurice
Renoma

MAURICE RENOMA, FROM PHOTOGRAPHY TO GRAPHIC DESIGN

He creates his Mythologies, a fabulous bestiary of hybrid creatures that he keeps reinventing.

His photographs have many facets: the practice of black and white - through which his taste for experimentation already expresses itself - gives way to multiple visual inventions that will be served by digital techniques.

The artist gives free rein to his most diverse inspirations throughout his encounters and travels. One can understand this freedom by his self-training and his progress on the fringe of mainstreams dominating the art world. Curious about what surrounds him, the photographer's gaze is steeped in quirky humor and amused reflection on our society. A turbulent photographer who openly testifies, far from visual decorum.

SOME PLACES OF MAJOR EXHIBITIONS:

Palais de la Triennale
(Milan) Spiral Hall
(Tokyo)
Sbaiz Spazio Arte (Italie)
Transgressions, Mercedes Benz Center
(Rueil-Malmaison) MANIF (Séoul)
Bloomingdale's (San Francisco &
New-York) Idol (Tokyo)
Maurice Renoma, Un+Un=Trois, Maison de la Photographie (Lille et
pro- jection à Paris)
Restez Vivant, avec Michel Houellebecq, Robert Combas et Iggy
Pop, Palais de Tokyo (Paris)
Galerie Bertrand Delacroix (New-York)
Retour aux sources, Mairies du 3ème et du 16ème
(Paris) Miami Art Basel (Galerie Alberto Linero,
Galerie Markowicz) National Hotel Miami (Miami)
RQR, Renoma, La Fabrica de Arte Cubano (La Havane)
Renoma Art Tribute, Espace Bernard Palissy (Boulogne-Billancourt)



Fauteuil style Louis XV
Mythologies - Renoma



Renoma watch



Plexi chair - Maurice Renoma

RENOMA, STYLE & DESIGN

LUGGAGE, FURNITURE & TABLEWARE

The Star of the Suit but not only, Maurice Renoma did not stop with his clothing line.

Year after year, Renoma brand extends to the making of accessories, but also furniture, chairs, rugs...

More than a way of dressing, Renoma becomes a way of life, a singular aesthetic which finds its place both in interior decoration and in the dressing room.

Interweaving human bodies and animal heads in his photographic series "Mythologies", Maurice Renoma adapts this strong concept on furniture, linen, rugs, tableware, in a desire to energize and modernize interior design, while keeping his provocative and bitter touch.

Maurice Renoma spreads his influences in private apartments and exports his creations to Asia, Europe and the USA, where he is very successful.

In 2006, he created a buzz with his "Plexi" collection: at the crossroads of design and interior design, the creator proposes to sublimate, divert and protect heritage objects thanks to a custom-made plexiglass frame with integrated lighting.

As a hint to the value of the object, the sanctification of the everyday object, it seeks to give a new meaning to the transgenerational link through design and furnishings.

MAURICE RENOMA

ARTISTIC COLLABORATIONS

For several years now, Maurice Renoma has started artistic collaborations, notably in the creation of fusion works with other visual artists.

In 2017, he presented the RQR exhibition at the Fabrica de Arte Cubano, an exceptional display of works combining the talents of photographers Enrique Rottenberg, Maurice Renoma, and painter Carlos Quintana: a crossover conversation around humanity through monumental works. For the first time, a French photographer is exhibited at La Fabrica, an iconic place of art in Cuba.

A few kilometers away, Maurice was able to exhibit another recent collaboration, shared with Jorge Luis Miranda Carracedo, a unique visual artist who has worked on the most emblematic photographs of the designer.



Monsieur et madames - Carlos Quintana, Maurice Renoma, 2017



La femme de Maurice - Carlos Quintana, Maurice Renoma, 2017



Vietnam completo. Dolor de Rinones provocado por el hombre de plata - Carlos Quintana, Maurice Renoma, 2017

MAURICE RENOMA

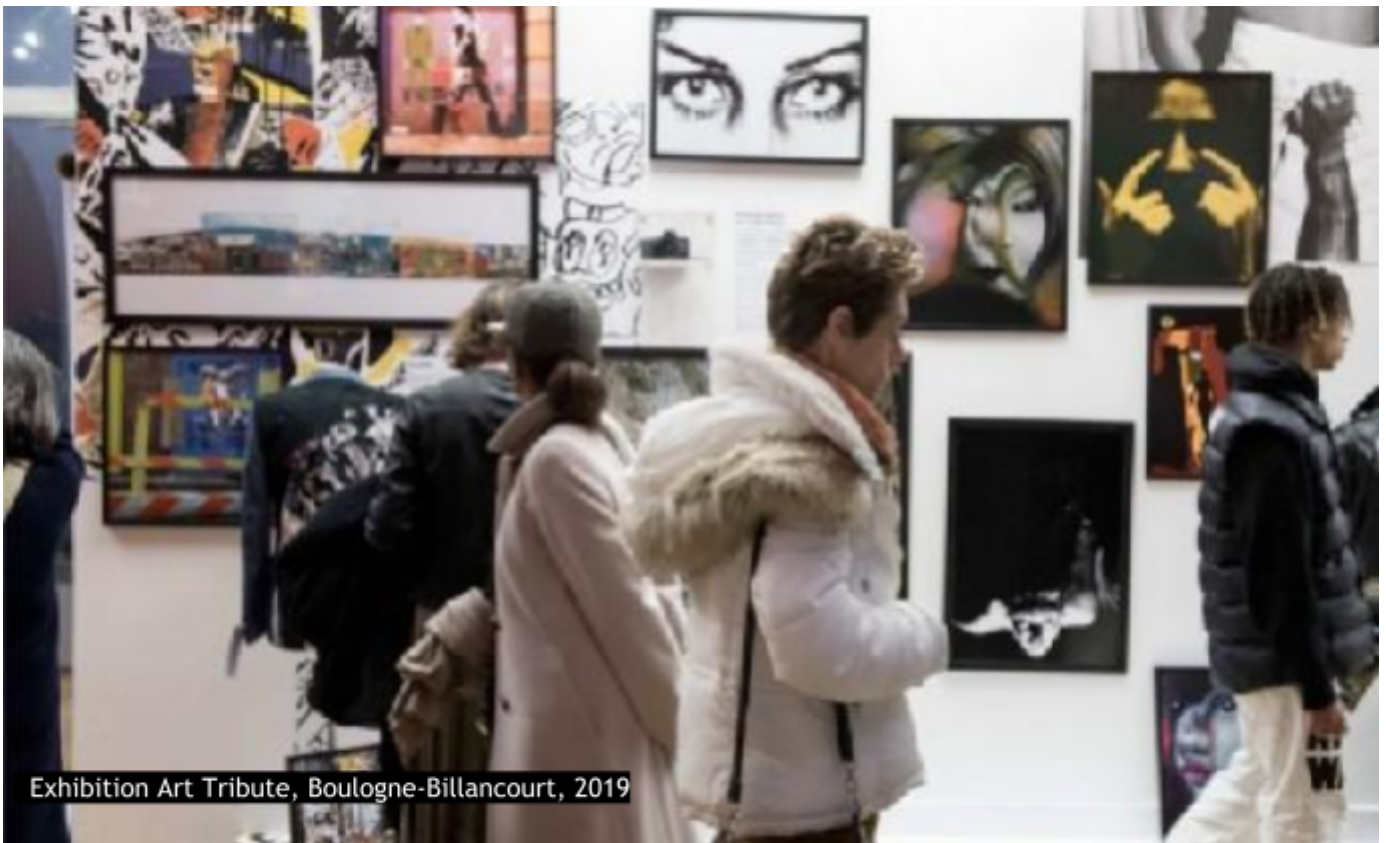
ARTISTIC COLLABORATIONS - RENOMA ART TRIBUTE x STREET ART

In partnership with the city of Boulogne-Billancourt, fashion designer, photographer and designer Maurice Renoma moved into the Espace Bernard Palissy and its theater with a retrospective exhibition on his unique and multidisciplinary career. He reinvented himself as a reporter of a civilization in turmoil by making different types of art resonate: cinema, concerts, shows, dance...

For the occasion, Street Artists such as Jace or Jeff Aérosol entered into the spirit of the game of repainting Maurice Renoma's photographs, which gave a new dimension to the photographs and also makes them full works of art.



Exhibition Art Tribute,
Boulogne-Billancourt,
2019



Exhibition Art Tribute, Boulogne-Billancourt, 2019



**JEF
AEROSOL**



JACE



Inauguration de la boutique Renoma en 1963



Maurice Renoma dressing the « Pelé King » in the shop



Michel Renoma and Serge Gainsbourg in the shop



The store Renoma in 2018

RENOMA, THE PERMISES

THE STORE

Renoma store opened its doors on October 23, 1963, at 129 bis rue de la Pompe, Paris 16th. Guided by his intuitive sense, Maurice travelled all over the world to bring back new clothes, fabrics, inspirations, patterns and materials that all Paris loved so much as they broke the rules with aesthetic and brilliance.

More than 50 years later, Renoma boutique still fascinates with its historic aura and its extraordinary collections. More than just a store, it is a whole era that permeates walls and collections, the stamp of an outstanding style that urged an entire generation to be extravagant.



The store Renoma , Mythologies du Poisson Rouge

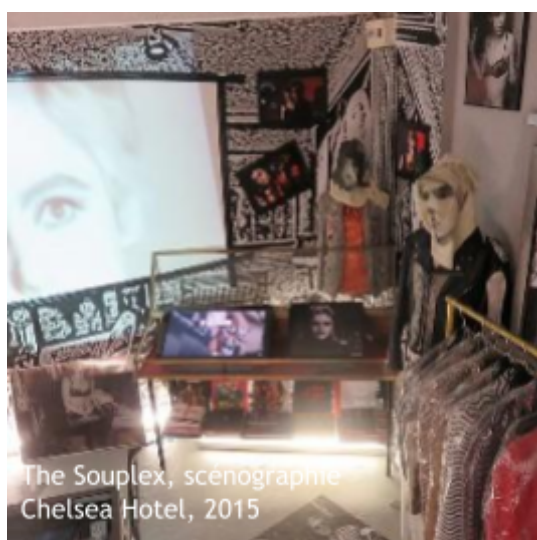


The Souplex, scénography
Série Noire, 2013

RENOMA, THE PERMISES

THE SOUPLEX

The basement of the shop which used to house the clothing workshops and fitting-rooms for of the stars is now the Souplex, an intimate and immersive space, especially dedicated to artistic creation, hosting unique exhibitions and scenographies by designer Maurice Renoma.



The Souplex, scénographie
Chelsea Hotel, 2015



The Souplex, scénographie
Chelsea Hotel, 2015



TheSouplex,
scénography
Mythologies du Poisson



TheSouplex,
scénography
Mythologies du Poisson
Rouge, 2020



RENOMA, THE PERMISES

THE APPART

In a Haussmann-style apartment at 129bis rue de la Pompe, in the heart of the 16th district of Paris, the Appart Renoma - located above the historic shop of the fashion house – is a new place of artistic emulation of 220 sqm.

This gallery, set up in a flat, aim at hosting art from every angle, in an intimate atmosphere.



RENOMA, THE PERMISES

THE RENOMA CAFÉ GALLERY



Renoma Café Gallery

In 2001, Maurice Renoma offered a whole new concept: a restaurant in an arty gallery.

Located in the famous Golden Triangle of Paris, featuring 2 entrances at 32 Avenue George V and 45 rue Pierre Charron, the atypical Renoma Café Gallery offers a fine dining menu amid temporary photographic exhibitions, as well as furnishings, by Maurice Renoma.



Storefront du Renoma Café Gallery

Through the café interior design, the exhibitions and the spirit of the house - now managed by Alfred Bernardin, the Renoma Café Gallery offers visitors the opportunity to spend a friendly and festive moment in the heart of Renoma world.



Interior lounge of the Renoma Café Gallery

RENOMA, THE PERMISES

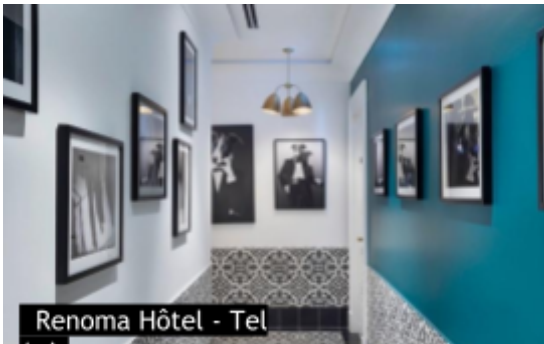
THE RENOMA HOTEL, TEL AVIV

Alongside his friend, artist Enrique Rotterberg, Maurice Renoma inaugurated in October 2018 the Renoma Hotel, a completely renovated 1930s building in the heart of Tel Aviv.

Designed as an “Art Bnb”, this boutique hotel whose furniture, decoration and photographs on the walls are by Maurice Renoma, is a real architectural gem, located a few meters from the prestigious Sheraton Hotel, by the Mediterranean sea.



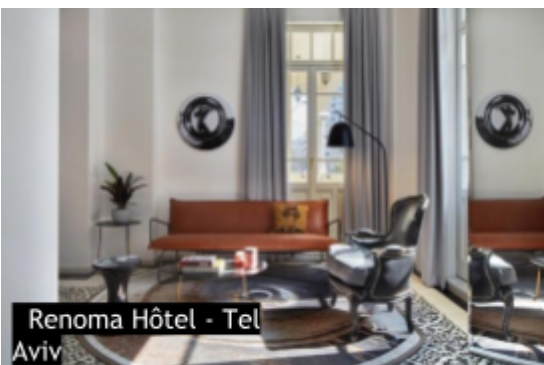
Renoma Hôtel - Tel Aviv



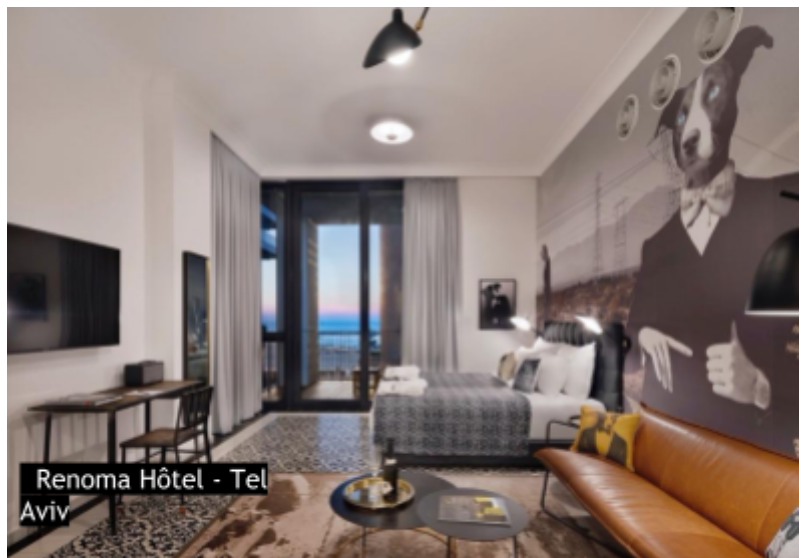
Renoma Hôtel - Tel Aviv



Renoma Hôtel - Tel Aviv



Renoma Hôtel - Tel Aviv

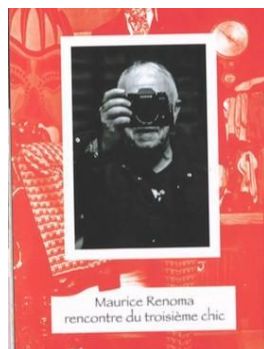
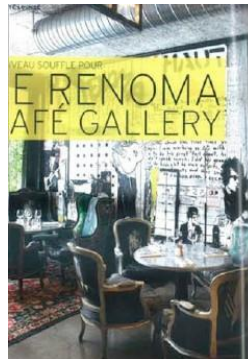


Renoma Hôtel - Tel Aviv

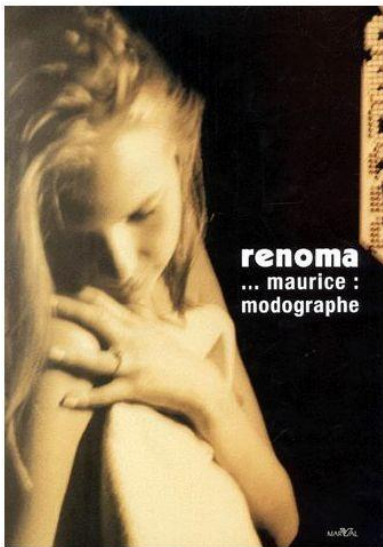


Renoma Hôtel - Tel Aviv

PRESSE



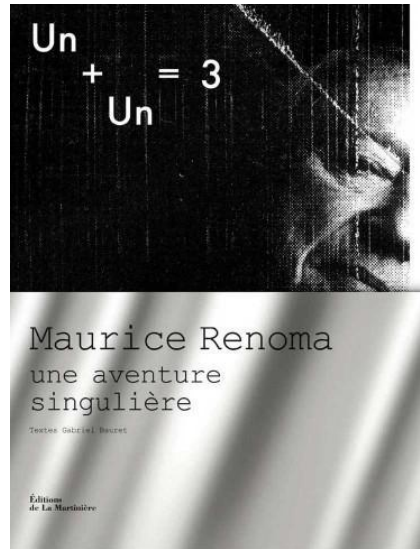
PRINCIPAUX OUVRAGES



Renoma... Maurice : Modographe

Forerunner of "yé-yé" fashion in the early sixties, Maurice Renoma very quickly became one of the favorite creators of show business and youth eager for innovation and freedom.

In his shop, we could meet Brigitte Bardot, Catherine Deneuve, Elton John ... He shook up the standards of fashion and created the flared trousers, the velvet blazer, the suit for women and men ... Thirty years later, Renoma is present all over the world and imposes its mark. A few years ago, he appropriated the language of photography and created a new concept: "modography".

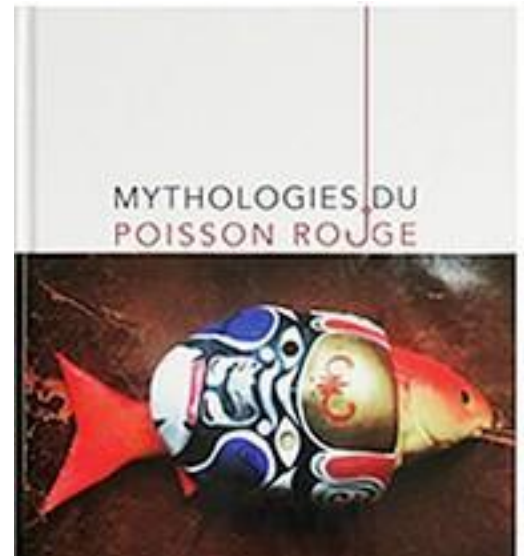


Un + Un = 3 Une aventure singulière

This book recounts an atypical career, Maurice Renoma's, a figure in the world of fashion. His name was first associated with a famous brand of men's suits and an equally famous boutique in Paris, which is now celebrating its fiftieth anniversary.

But throughout these pages, many other aspects of the character emerge: starting with his passion for photography and image in general. Likewise, we see him broadening his field of action to other territories, to other fields than that of clothing. The multiple facets of the fashion designer and all of his photographs make up a unique adventure that invites us, from the 1960s to today, on a double journey through time.

Textes by Gabriel Bauret



Éditions - La Martinière

Mythologies du Poisson Rouge

The book of the Mythologies du Poisson Rouge exhibition is a fun and engaging book. We invite you to dive into the world of Cristobal, a plastic goldfish that challenges us about our lifestyle and our (over) consumption.

Foreword by Maurice Renoma & préface by Pierre Richard Édition 2020