

History of Prudence



A graduate of **New York's Fashion Institute of Technology** and a former assistant buyer for the **Associated Merchandising Corporation**, Prudence left New York and moved to London in 1986. After working as a free-lance fashion stylist, Prudence trained for several years in couture millinery. All of her hats are made in the classical manner using only traditional millinery techniques. Prudence designed her first collection for spring 1991 under her own label, Prudence, and received orders from **Bergdorf Goodman** and **Henri Bendel** both in New York. In November 1990 she was asked by London designer **Vivienne Westwood** to create the hats for her autumn / winter 1991 collection and has been working with Vivienne ever since. She was also asked to design models for **Balenciaga** in Paris.

In May 1991 she had her first international cover for **Italian Vogue** with a hat from her spring collection gracing the head of supermodel **Linda Evangelista**. After that followed many photographs and articles for various magazines and newspapers such as **L' Uomo Vogue**, **British Vogue**, **Vogue Italia**, **Vanity Fair**, **Elle**, **W** and **Harpers & Queen**. In 1993 she began designing ladies hats for **Bond Street hatter Herbert Johnson** and in that same year designed a spring collection for **Joseph** in Knightsbridge. Prudence now also designs and produces couture hats for men following the success of the **Vivienne Westwood MAN** collections and in winter 1996 Prudence and Vivienne Westwood won the **Best Accessories Award** for the **MAN couture hats by the Fashion Council of America**.

Prudence worked with **Tom Ford** at **Yves Saint Laurent** and **Gucci**. She designed and produced all the pret-a-porter hats for **YSL Rive Gauche** in Paris for men and women.

Prudence has also designed hats for **Sir Hardy Amies**, London. She has also designed and made hats for such people as **Jerry Hall**, **Rachel Welch**, **Diana Princess of Wales**, **Joan Collins**, **Hugh Grant**, **Lady Snowden**, **Linda Evangelista**, **Dior model Bettina**, best-selling American author **Nancy Friday**, **Duran Duran's Simon Le Bon** and **The Sex Pistols**. She has created two collections for **Balfour Hats** and designed an exclusive collection for the store **Le Bon Marché** in Paris.

Prudence has also taught couture millinery in conjunction with the **Vivienne Westwood** course at the **Hochschule der Künste in Berlin** and at **Colorado State University**, the **Paris American Academy** in Paris, the **American Intercontinental University** in London and at **Mode Gakuen** in **Tokyo**, **Osaka** and **Nagoya**.

Prudence is currently designing her third knit hat collection with **Yoshikawa – boushi Inc.** in Japan, which will be sold throughout Japan at select **United Arrows** branches. She has worked with French sportswear label **Lacoste** designing and producing women's caps and bands for the spring / summer 2006 collections in New York. She has been designing collections of hats for **Weave Toshi** sold exclusively at **CA4LA** and **Test** shops throughout Japan since autumn / winter 2006. Prudence has been designing and making hats for French designer **Charles Anastase's** since autumn / winter 2007.

Prudence has also been working on the 2008 advertising campaign for **Lavazza** coffee. Her hats are featured in the ads for October and March in **Lavazza 2008 calendar**.

Prudence has worked in collaboration with **Hankyu Department Store** company in Japan, designing and creating an exclusive collection of hats for the Japanese market.

Since spring / summer 2008, Prudence has been designing and creating hats for **Hector Castro** at **Biba** and for **Julien MacDonald**.

Prudence's hats for Vivienne Westwood have been featured in **Sex and the City**, the movie.