

The Haute Couture is organised around creativity. It's key input, models and designs, are not standard outputs but one-offs, resulting in a unique work. Strong cultural heritage assets have guided the development of Haute Couture over the time. Most important had been the knowledge of a craft, highly skilled workers and highly specialised workshops for pearls and embroidery, trimmings and handmade textiles. There were also an institutional heritage, including public policies to improve art, fashion and creativity.

One should be concerned about the gradual disappearance of this traditional knowhow. This is what has happened within the Paris Haute Couture scene during the last twenty years, and as a result is Paris no longer the centre of the fashion world. There were probably financial reasons and strategic decisions behind this decline, but how to measure the value of intangible assets.....