

## Pinkarnaval: 48 Hours in the Fashion World of Jean Paul Gaultier



*Guest blogger Karrie Goldberg reminisces on her friendship with supermodel DJ Eve Salvail and reports on their unbelievable weekend trip to Montreal for Pinkarnaval.*

I have a very distinct memory of sitting on my friend's bed in high school watching the Robert Altman movie, *Prêt-à-Porter*. It was then that I started my obsession with fashion and became mesmerized by a bald model with a dragon tattoo on her head. If a fashion fairy had appeared and told me that 15 years later I would be on a float with that supermodel and designer Jean Paul Gaultier, I never would have believed it.

Last weekend I traveled to Montreal with Eve Salvail, the infamous muse of Jean Paul Gaultier and French Canadian model turned DJ, who had been invited to spin at Pinkarnaval, a carnival inspired by the upcoming exhibit, "The Fashion World of Jean Paul Gaultier – From the Sidewalk to the Catwalk," at the Montreal Museum of Fine Arts (MMFA). While I knew she was a superstar in Canada, I had no idea just how beloved she was!



The 48-hour whirlwind weekend (which kicked off the Just for Laughs Festival) started on Saturday, July 16<sup>th</sup>, with hair, make-up & costume fittings at MMFA. Wearing sailor hats in honor of Gaultier, L'Oreal was on board to style the hair. Make up for all of the parade participants was set up in a cafeteria-sized room with artists from Makijaz creating looks ranging from full geisha style white faces to perfectly painted bodies covered in branches or striped shirts.

The Pinkarnaval parade featured eight groups of dancers from different boroughs of Montreal dressed in costumes and headpieces by Daniel Fortin. Each group was choreographed with a different dance illustrating the diverse eras of Gaultier's designs such as Les Enfants Terribles, a group of children with striped shirts and teddybear backpacks. All of my favorite Gaultier designs came back to life including bright pink flowing dresses, tight white clinical tops and, of course, stripes everywhere I turned. I spotted packs of women in black dresses outfitted with Gaultier's iconic cone-bras (made famous by Madonna).

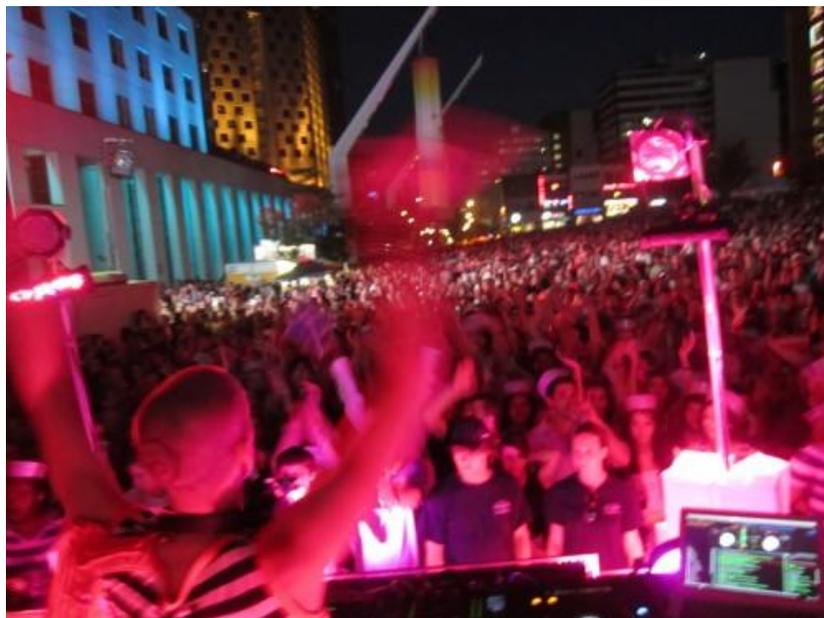




Eve was purposefully positioned on the final tableaux to draw the crowd into the plaza, It is next to impossible to describe how it felt to be followed by tens of thousands of people screaming “Eve, Eve, Eve” while Jean Paul Gaultier was dancing and pushing our float down the street.

On Sunday night, the festivities continued with a show called “Le Grand Baiser.” The eight groups of dancers paid homage to the great Jean Paul Gaultier and performed on stage at the outdoor venue, Place des Festivals. Gaultier himself closed out the performances by thanking Montreal and his longtime friend Eve, for making the weekend so special. After the show was the Striped Ball where Eve aka DJ Evalicious spun tunes in front of thousands of revelers dressed in their best striped outfits! The crowd went crazy when Eve dropped Dragonette & Martin Solveig’s *Hello!*

Over the years I have worked on hundreds of events yet I could still not fathom coordinating the many dancers, floats, support staff, artists and producers that participated in Pinkarnaval. So much thought went into every outfit, dance and even the make up that it was a truly unforgettable experience. I think Montreal loves Jean Paul Gaultier almost as much as I do!



**Karrie Goldberg** is the founder of Kage Konsulting and The Kagency a full service agency that provides unique access to events, brand building, and marketing innovations via 50 one-of-a-kind venues in New York, Chicago & Los Angeles and 6 celebrity DJ's including Eve Salvail – DJ Evalicious.

*PHOTO CREDIT: Courtesy of Pinkarnaval, Brynna Bradley (The Gazette) and Pierre Ethier*