



'Leopard symbolizes power, glamour and something a little wild. All of these things are at the heart of Versace, which is why the print is at the heart of our house.'

Why do we love to wear leopard-print? So we can feel closer to something that is breathtakingly beautiful, graceful and precious ... and just a little bit dangerous.'

Donatella Versace, Artistic Director & Vice President, Versace



Introduction

'A world without leopards? Well, who would want to live in it?'

Diana Vreeland (1903–1989), former Editor-in-Chief, American Vogue

From pharaohs to popstars, from coronations to *Coronation Street*, from military to mass market, the lure of leopard has endured. It has featured in the history, culture and fashion of countless civilizations since the dawn of time. The leopard's speed, agility and ferocity, and the beauty of its distinctive rosettes, have captivated men and women from the Stone Age to the Digital Age. But it has been a fatal attraction. This mighty cat has been hunted, sacrificed, worshipped and worn; painted and paraded as a totem; enlisted as military regalia; and exploited as an exotic pet. At the height of leopard-lust in the 1960s, it is estimated more than 200,000 were slain. Thankfully, increasing conservation efforts, along with designers such as Stella McCartney, who has built her brand on an anti-fur ethos, and Gucci's decision in 2017 to ban fur, have broadened the message that fake is fashion's best weapon – and leopard its finest example. This book is a celebration of that timeless print.



12 Theseus and Hippolyte in combat on an Attic red-figure lekythos, c. 420 BC, the Metropolitan Museum of Art, New York.

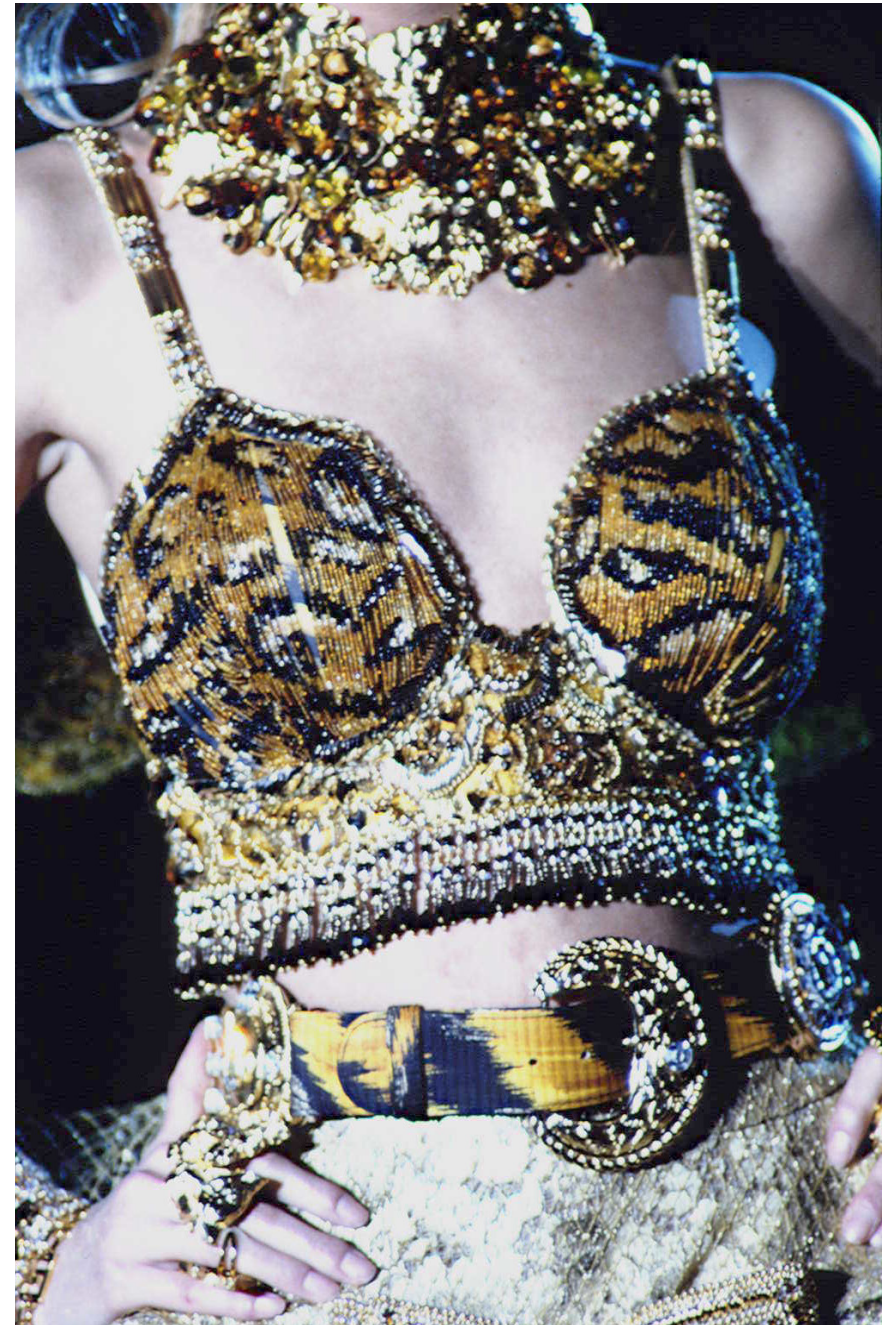
13 Cara Delevingne in Hedi Slimane for Saint Laurent Spring/Summer 2015, Paris.

14 *Lana: Queen of the Amazons*, 1964. The German film, starring Catharina von Schell, brought jungle-chic to the silver screen.

15 Versace Spring/Summer 1992, Milan.

16 The traditional uniform of the Scottish Melrose Pipes and Drums Band.

17 Re-fashioning fur at Moschino Autumn/Winter 1998, Milan.





Leopard Royalty

*'I never met a leopard-print
I did not like.'*

Mitzah Bricard (dates unknown), Christian Dior's iconic muse

Royalty and leopard fit together like hand in glove. The leopard has entranced royalty, real or assumed, for thousands of years. Marchesa Luisa Casati, the Belle Époque's 'fashion princess', had leopards as pets, was reportedly buried in leopard-print, and after her death, inspired designers such as John Galliano in his Dior years, Alexander McQueen and Karl Lagerfeld at Chanel. Leopard-print lover Anna Wintour, Editor-in-Chief of American *Vogue*, stalks the fashion pantheon as front-row queen, reigning supreme over the faux-leopard-clad 'Insta-royals' in crowns and coronets who populate the Dolce & Gabbana catwalks. The leopard also links royalty to screen queens and first ladies: Queen Elizabeth II, Princess Grace of Monaco, Elizabeth Taylor and Jackie Kennedy Onassis have all worn leopard-skin coats. Jackie's favourite designer, Oleg Cassini, was so horrified by the leopard-skin mania that he began using man-made fibres to produce fake fur. It was a concept that soap-opera queens like *Coronation Street's* Bet Lynch happily embraced.



35 Queen Elizabeth II, Hollywood royalty Elizabeth Taylor and former First Lady Jacqueline Kennedy, in the 1960s.

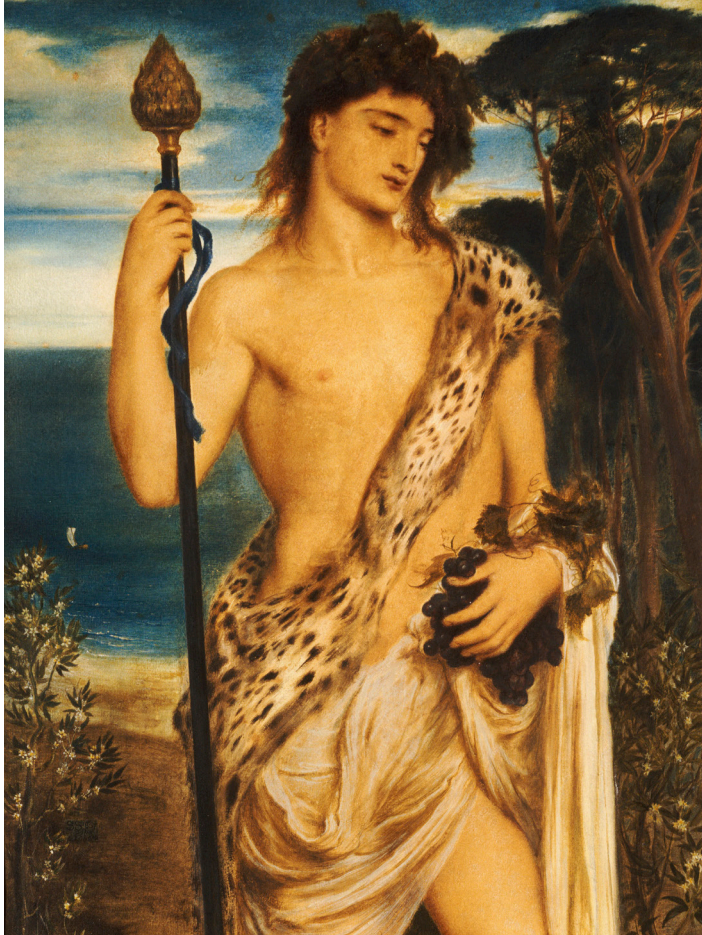
36-7 Bet Lynch, played by Julie Goodyear, from cult soap opera *Coronation Street* in front of the Rovers Return, 1995.

38 Slab stella that once belonged to Princess Nefertibet, Giza, fourth dynasty, c.2530 BC. Ancient Egyptian women stencilled leopard-rosettes onto cotton and linen shifts to represent the stars.

39 John Galliano was inspired by Egypt for Christian Dior Spring/Summer 2004 Haute Couture, Paris.

40 Lacroix, sweetie! Jennifer Saunders, Joanna Lumley and Julia Sawalha in *Absolutely Fabulous*, 1996.

41 The Kardashians attend the Kardashian Kollection Launch in Los Angeles, 2011.



55 Veronica Webb in an Yves Saint Laurent leopard-print dress.

56 Bacchus, Roman God of Wine, by Simeon Solomon, 1867.

57 Veruschka in suede vest, shorts and leopard-printed fur, *Vogue*, January 1970. Photograph by Franco Rubartelli.

58 An embroidered leopard-pelt by famed French house Lesage, for Jean Paul Gaultier Autumn/Winter 1998 Haute Couture, Paris.

60 Hollywood star Bebe Daniels and her essential accessory, a pet leopard, 1928.

61 A dog's life: a poodle in a leopard-print fur coat, 1957.







Hollywood

'My weakness is wearing too much leopard-print.'

Jackie Collins (1937–2015), novelist

Leopard has always been catnip to Hollywood, which revels in its exotic luxe and glamour. Barbra Streisand is just one of a silver screen cast of thousands to have been seduced by the print. In *Funny Girl* (1968) she was dressed by Irene Sharaff, who also did Elizabeth Taylor's costumes in *Cleopatra* (1963). However, leopard had graced the screen as far back as 1917, when the opera singer and actress Geraldine Farrar played a leopard-skin-clad Aztec princess in Cecil B. DeMille's silent *The Woman God Forgot*. Leopard-print has inspired costume designers ever since. Hollywood movie goddesses such as Jean Harlow, Joan Crawford and Rita Hayworth were dressed by the likes of Adrian, Travis Banton and Orry-Kelly. Robert Kalloch designed Carole Lombard's leopard looks in *Twentieth Century* (1934), and Edith Head and Hubert de Givenchy dressed Audrey Hepburn in *Charade* (1963). No pin-up was worth a roll of celluloid unless she posed in or on leopard-print: just look at the endless publicity shots of Zsa Zsa Gabor, Elizabeth Taylor and Marilyn Monroe, among others. Even Miss Piggy has worn the cult print.



88 Rosie Huntington-Whiteley in Dolce & Gabbana on the cover of *Love* magazine, September 2010. Photograph by Mert Alas and Marcus Piggott.

90 Pin-up perfection: Ava Gardner, 1952.

91 Nicki Minaj at the 53rd Annual Grammy Awards, Los Angeles, California, 2011.

92 Arielle Dombasle, photographed by Émilie Régnier for her 'Leopard' series, Paris, 2016.

93 Charlotte Dellal at London Fashion Week, 2015.

94 Maria Grazia Chiuri for Christian Dior Spring/Summer 2018, Paris.





Wild Things

‘My mother thought that anybody who wore leopard was rather vulgar ... so naturally I automatically loved it!’

Stephen Jones OBE, milliner

Musicians and the leopard have a magnetic relationship. Well before Rod Stewart, Keith Richards, Steve Tyler, Prince and his leopard-print guitars, Iggy Pop, Kurt Cobain and all the other wild men of rock 'n' roll and punk, swing's elder statesmen of the 1940s and 50s were rocking it. 'Jungle Nights' at New York's Cotton Club featured leopard-skin-clad dancers, and the Rat Pack hung out at the Leopard Lounge in Palm Springs. Leopard-print expressed everything that was anti-establishment, wild, savage, in-your-face and anarchic – a compelling prescription. It was easily subsumed into the punk, glam rock and heavy metal cultures, becoming de rigueur for bands such as T. Rex, the Sex Pistols, the Manic Street Preachers and Roxy Music. And it was a no-brainer dress code for style rebels and originals such as Madonna, Debbie Harry, Alison Mosshart and the late Amy Winehouse, not to mention rock-chick supreme Kate Moss, and the endless entourage of young claimants to her crown.



153 Andy Warhol's Superstar and 1965's 'Girl of the Year', Edie Sedgwick. Photobooth series by Andy Warhol, 1966.

154 Notorious Sex Pistol Sid Vicious and his girlfriend Nancy, played by Chloe Webb and Gary Oldman in the movie *Sid and Nancy*, 1986.

155 Wild thing Keith Richards playing with the Rolling Stones at Candlestick Park, San Francisco, 1981.