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São Paulo Fashion Week Celebrates Bethy Lagardère

Brazilian-born social doyenne Bethy Lagardère (the widow of French media mogul Jean-Luc Lagardère) is the subject of a tribute during this season's São Paulo Fashion Week. Last night, **Iguatemi CEO Carlos Jereissati** and Paulo Borges, SPFW's creative director, hosted a cocktail party at Espaço Iguatemi (SPFW's official venue) to fete the fashion maven and kick off an exhibit celebrating her couture collection—which includes gowns signed by Yves Saint Laurent, Christian Dior, and Pierre Cardin, among others. An accompanying 25-minute documentary, "Bonjour Madame," featuring interviews with Jean-Paul Gaultier, Emanuel Ungaro, and Azzedine Alaïa, further highlights Lagardère's sartorial contributions. The show will be up through July 3rd (in case you needed another reason to plan a Brazilian getaway this summer).

—Erin Clements



*Bethy Lagardère poses with the dress
Jean-Paul Gaultier designed for her
(in Brazil's national colors)
for the 1998 World Cup*