

**“A SENSITIVE
AND
INNOVATIVE
LANGUAGE
OF THE
FASHION
DESIGNER'S
HANDS,
ZUZU ANGEL”**

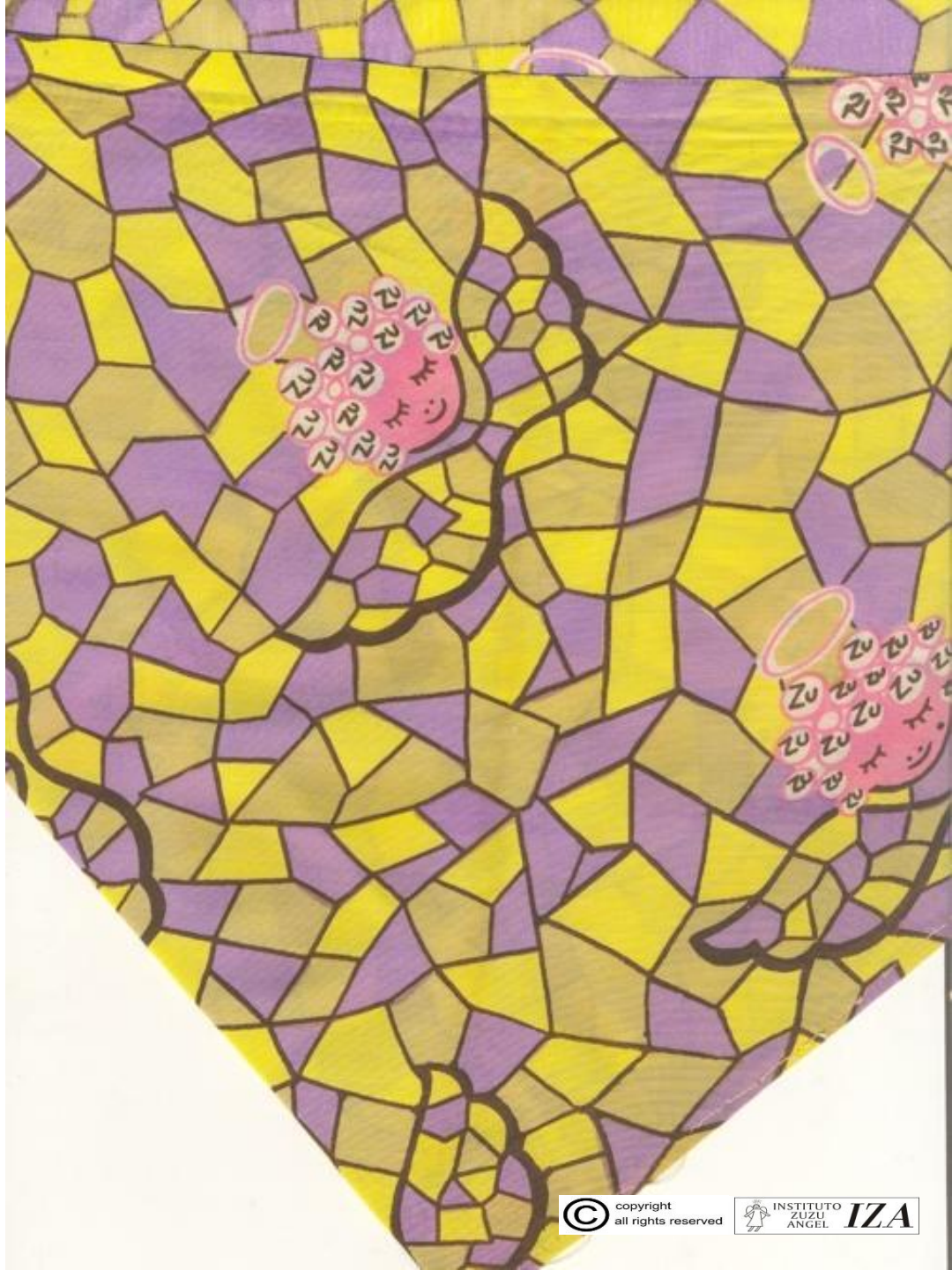
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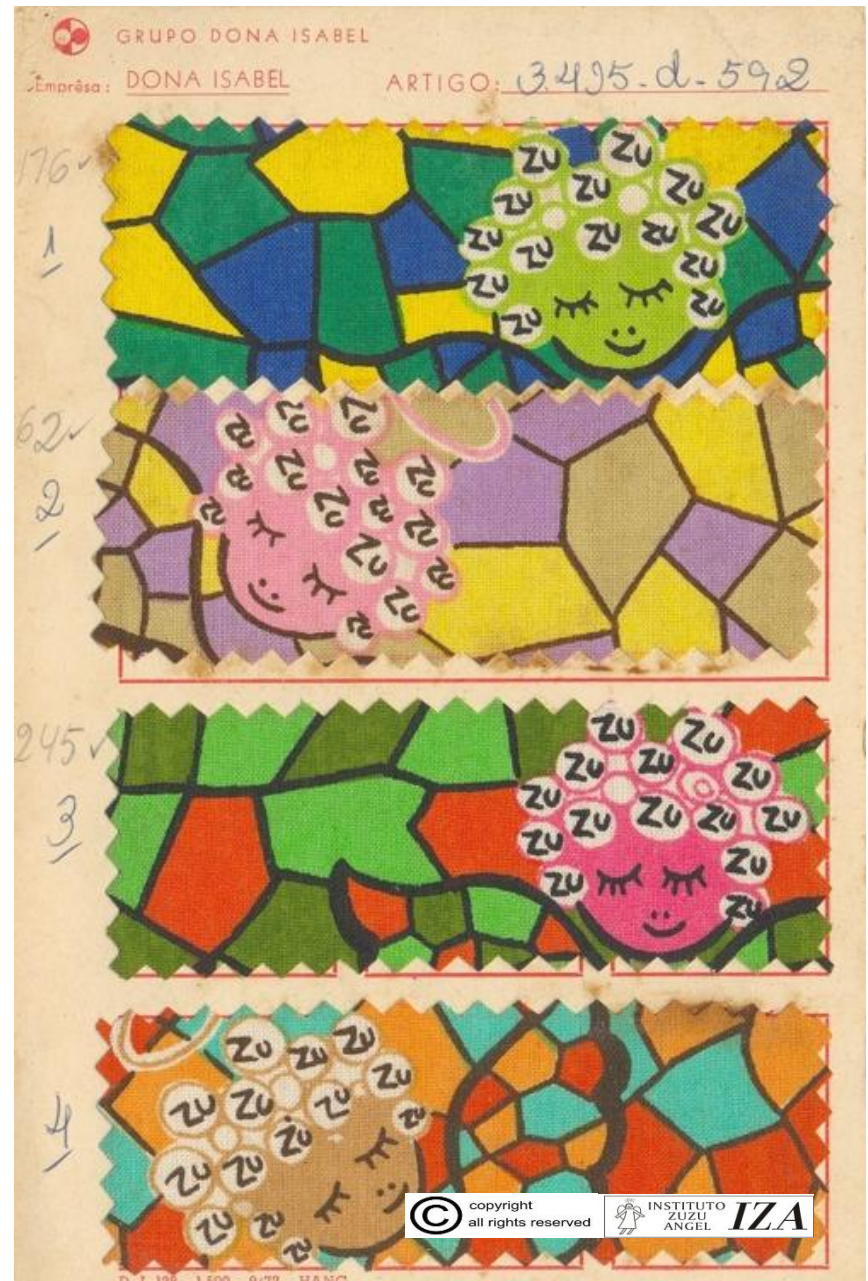
ZUZU ANGEL

BRAZILIAN FASHION DESIGNER

Born in Curvelo, Minas Gerais, Zuzu moved to State Capital with the Family in her early years. There she started her career as a dressmaker (seamstress) for her cousins. Later on she moved on to Bahia, and then she established herself in Rio de Janeiro. There, as a fashion stylist, she started her professional career with her own's ways and visions.



Zuzu Angel's craftwork has always been associated with social experience presenting, therefore, a sensible and innovative tone.



**Zuzu Angel's design
valorized the cultural roots,
art and Brazilian Soul.
Everything she created was
based on shapes, colours
and elements found on
Brazil.**





BRAZILIAN FASHION and CULTURAL IDENTITY

Her work was based on the Brazilian Fashion, composed of materials found in the country. The mix of fringes, silk, fillet and others materials along with regional and folklore themes, such as birds, butterflies and parrots. Natives gemstones, timber and shells were also used on the creative process. Zuzu Angel sought not only the elite, but also the common woman.





The craftwork is not only a manifestation of culture, but also a support for the local economy.



*Her concerns were
derived as results from
her poetics and social
experiences.*

Zuzu and two models

In the early 1970's, she opened her first store in Ipanema, Rio de Janeiro. Along with the great success gathered locally, she was able to grow importance over US Market. In a pioneering way she started to propagate her brand in the own clothing. The brand's logo was an Angel.



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ANGEL **IZA**

Zuzu Angel in front of Bergdorf Goodman's window -NYC where you can find the angel, her brand's symbol

***The work's relevance resides
on Zuzu's creative strength.***



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International Dateline Collection – NYC 1972

***The balance between craft
and art, and the innovative
use of unusual materials***



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CRAFTWORK AND SUSTAINABILITY



Brazilian cottar with fringes along with a jacarandá (wood) adornment.



**Dress made of
fringes towels
from the northeast
of Brazil.**

A mannequin wearing a white, long-sleeved dress with a lace bodice stands against a red wall. The wall features faint graffiti, including a stylized figure on the left and the letters 'AB' on the right. The lighting is soft, highlighting the texture of the dress and the wall.

Zuzu Angel's life journey:

- 1. To abolish the dictatorship of Foreign Fashion;**
- 2. To prevent foreign colonization in the Brazilian culture;**
- 3. To establish women's worldwide recognition; and**
- 4. To find the body of her murdered son.**

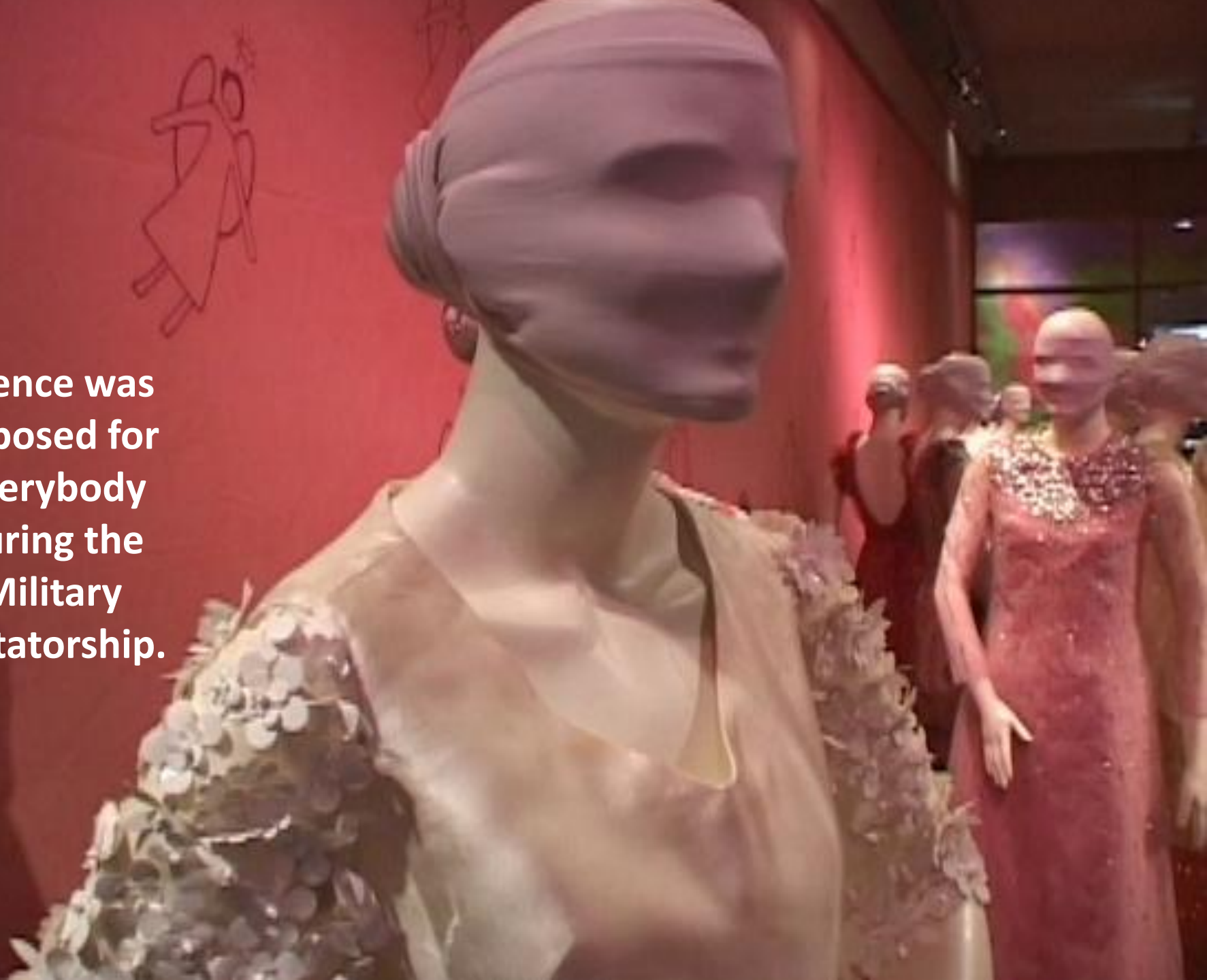
**The biggest struggle
she had in her life
started with the
kidnapping of her
son, Stuart Angel
Jones, by the Military
Dictatorship at June
14, 1971.**





Zuzu created a special a special costume for her mourning.

**Silence was
imposed for
everybody
during the
Military
Dictatorship.**



Already divorced from her husband, US citizen Norman Angel, Zuzu Angel repeatedly reported worldwide the tortures, murder and concealment of corpse of Stuart Angel. In several fashion parades, she reported the crimes to the media. She was able to deliver a personnel letter to US Secretary of State Henry Kissinger denouncing the crimes committed by the Military Dictatorship in Brazil. She also was able to gather the support of innumerable famous clients and friends, such as: Joan Crawford, Kim Novak, Veruska, Liza Minelli, Jean Shrimpton, Margot Fonteyn e Ted Kennedy, among others.



FASHION AND HUMAN RIGHTS



In 1971 Zuzu was able to perform the first and only political-fashion parade in the Brazilian Consulate, at New York. At that moment, it was strictly forbidden to say anything against the Military Dictatorship abroad. “If one would make a public statement against the ‘government’, one would be sentenced to jail and be subjected to torture. Even though, my mom made sure she would have a moving fashion parade with the models wearing luxury black ribbons all round (sleeves, collar, waist). Aside those lovely embroideries, there were black swallows, a square sun, military tanks and even military soldiers that, according to her ‘received tyrannical orders’”. States Hildegard Angel, Zuzu’s daughter and founder of the Instituto Zuzu Angel.



Zuzu never rested. She continued to seek an answer of her son's disappearance until the day her car was pushed down from a cliff at Estrada do Joá, Rio de Janeiro. Zuzu was murdered by the Military Dictatorship in view of her pursuits for justice.



Her work symbolizes the depth of the political and cultural heritage of a society, which today is a reality throughout the action of Zuzu Angel Fashion Institute.



Founded on December 8th, 1993, by journalist Hildegard Angel, Zuzu Angel's daughter, is considered as the first Brazilian fashion NGO. Among other activities, Instituto Zuzu Angel ("IZA") has launched the first academic fashion course (bachelor) in Rio de Janeiro State. IZA has also launched the First Symposium of Brazilian Fashion. IZA has implemented the concept of "Brazilianist Fashion" which has been disseminated all around the country.

The Institute has also celebrated international agreements with ESMOD et LYON, at France, with institutions located at Portugal Italy, Argentina, Panama, with various scholarships granted. IZA has associated Fashion among Canirval, throughout partnerships of Samba Schools and with carnival front man "Joãozinho 30".

Nowadays IZA is preparing to launch the first Fashion Museum in Brazil: Zuzu Angel's Memoir House of Brazilian Fashion.

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