

Rodarte forgoes FW18 runway to show via private appointment in Paris

By [Cassidy Mantor](#) - December 23, 2017

Rodarte announced it will not hold a Fall/Winter 2018 runway show and instead show its line by appointment at its Paris showroom.



Mulleavy sisters moved Rodarte headquarters from LA to Paris earlier this year - Rodarte

Rodarte confirmed to FashionNetwork.com that it will be holding private appointments in Paris to preview Fall/Winter 2018. Rodarte's "next runway show will be in July 2018 in Paris for SS19."

The Mulleavy sisters who founded Rodarte in Los Angeles in 2005 moved their brand to Paris earlier this year, as part of a strategic shift for the brand from NY's ready-

to-wear cycle to Paris' couture focus. The sisters chose not to show at New York Fashion Week last summer in favor of showing in Paris in July.

Co-founder Laura Mulleavy said earlier this year that the move to Paris was part of the label's artistic evolution and part of a larger brand strategy to dig deeper into the art of fashion. She said "We have always been up front about who we are and what we offer, which is a voice that is very different from a lot of other brands in the industry."

Laura suggested that the decision to pull out of a Fall/Winter runway show in favor of private showings was a natural evolution for the brand. Co-founder Kate Mulleavy also said Paris has fueled her creativity and allowed her imagination to come alive.

Rodarte will begin hosting appointments for its Fall/Winter 2018 private showings in Paris the week of January 22nd.

By Cassidy Mantor

Copyright © 2018 FashionNetwork.com All rights reserved.