

BCBG MAX AZRIA GROUP

Fashion pervades modern life. People set fashions, follow fashions or they rebel in a fashion all their own. Even lives are fashioned, as defined by the word lifestyle - a manner of living that reflects the person's values and attitudes.

As human beings have progressed from caves to cities and the instinct to survive has been sublimated into at least semi-civilized forms, fashion has achieved a unique position in society. It both expresses and helps shape beliefs, philosophies and mores by giving them form.



Max Azria -
designer, president &
owner of
BCBG
MAX AZRIA

Major changes in character and attitude, in the very direction of society, cannot often be explained, yet they are readily reflected in the cut, construction and fabric of the clothing that captures the style of the age. Fashion mirrors society's mood. It influences it, too.

Even areas as staid as the stock market are said to follow the rise and fall of hemlines.

Predicting Wall Street's fluctuations and foreseeing fashion's future are both rare and highly prized gifts. Max Azria's ability to sense the trends, to understand the needs of the marketplace and the desires of customers, has helped create one of the world's dominant purveyors of fashion — BCBG MAX AZRIA GROUP.

Max Azria's influence on the world of fashion is becoming the stuff of legend. He has been called a rebel and a genius. When the fashion industry and the media said a major fashion house couldn't be established in Los Angeles, or that competitive prices would relegate his creations to a lower echelon, Azria didn't listen. Instead, he proved them wrong.

Max Azria is a master at the art of business and the business of art. An artistic elite has often maligned business and characterized businesspeople as Philistines. Max Azria counters these contentions by stating the obvious: business is a creative art. To create value is one of life's most original and imaginative acts. The successes and creations of entrepreneurs provide livelihoods for the people of the world. Humanity's possibilities for betterment and fulfillment are dependent upon them.

BCBG MAX AZRIA GROUP represents the entrepreneurial and artistic spirit of one man, yet Max Azria is the first to say it is a team effort, executed by talented executives and creative minds who are helping to fashion the style of the times and the future of the company. BCBG comes from the French phrase "Bon Chic Bon Genre"-good style, good attitude and the fashion house displays an abundance of both.

A world traveler with charm and savoir-faire to spare, Max is an international man. Born in Tunisia and raised in Paris, he is right at home in the world's premier multicultural metropolis. Los Angeles attitude topping off European elegance has been a formula for success in both his exuberantly chic collections and his Hollywood mogul-like formation of a global empire.