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PASCUAL

prefers
Swiss
embroideries



Spanish-born Pascual Tarazona, who moved to Johannesburg in South Africa seven years ago, has been making the headlines for the last four years as a fashion designer of particularly glamorous, exciting and colourful clothes, which are made not simply to be worn but to be displayed and admired. His unusual fashion creations, which he presents in spectacular showings, cause as much shaking of heads as wild enthusiasm. Pascual is a law unto himself and goes unswervingly along the path he feels is right for him. His greatest passion in beautiful fabrics, and a very special place in his heart is reserved for embroideries and lace from the collection of Jakob Schlaepfer, St. Gall.



This Spaniard born in Valencia should really have become a farmer like his father and his grandfather before him. But he was not at all keen on the idea and even less on the prospect of studying. So he was apprenticed to the village tailor, as his father insisted on his learning a proper trade. When he was 19, he left home to go and work in France. When he had saved enough money he returned to Spain to attend a course in cutting in Barcelona. This was followed by two years' military service, after which he decided to become an actor. He spent five happy years in the theatre in Madrid, but not being completely convinced of his talent as an actor – his memory often let him down – he decided to quit the stage. So he hitchhiked to Paris – without any money, all his worldly goods packed into a cardboard box. But, in spite of its many fashion houses, the capital on the Seine suited his errant ways as little as London did some time later. In both towns he also had language difficulties to overcome. In spite of this he decided to follow a course in drawing and fashion designing at St. Martin's School of Art and ended up designing for the theatre, for which he still had a deep-rooted affection. Jobs with Janice Wainwright, Marisa Martin and Jaeger gave him the necessary practical experience but no real satisfaction.

Only the casual meeting with Penny le Roy in America and the trip with her to South Africa brought the necessary respite to his unquiet spirit and made him decide to settle down in Johannesburg and open up his own fashion house. His fashion showings were a sensation, his creations theatrical and spectacular. He is an aesthete and an artist, completely oblivious to commercial considerations. "My friends think I'm crazy", he laughs, "because I always immediately spend everything I earn on lovely fabrics, embroideries and lace." So he continues to give in to his fancy and lets himself be tempted again and again by Schlaepfer novelties, which he piles up in his workshop, transforming them subsequently into dresses that take your breath away. He has also designed very successful "Prêt-à-Porter" collections which sold well all over the country. May this original fashion designer long continue to indulge his taste for beautiful Swiss fabrics and embroideries!



*All embroideries:
Jakob Schlaepfer, St.-Gall
Models Pascual,
Johannesburg*