



M/M (PARIS) PRESENTS  
**THE GIVENCHY FILES**

THE DEFINITIVE ARCHIVE OF INVITATIONS AND GRAPHIC WORKS  
INSPIRED BY THE COLLECTIONS OF RICCARDO TISCI  
2007 — 2012

*featuring*

ART BY  
M/M (PARIS)

FOREWORD BY  
OLIVIER ZAHM

‘These elegant invitations, dark, tortured, mysterious, erotic, surrealistic,  
are a sort of thumbing of the nose at current fashion images.’

64 PAGES | 45 PLATES IN FULL COLOR WITH GOLD AND SILVER INKS | 13.5 × 9 INCHES  
HARDBOUND | OBI-STRIP | NUMBERED EDITION OF 1500 COPIES | ISBN 978-2-918392-04-0 | FRANCE: 45€

Now available from [shop.mmparis.com](http://shop.mmparis.com),  
Givenchy stores in Paris (28 Faubourg St Honoré 75008, 3 avenue George V 75008, 56 rue François 1er 75008)  
and selected bookstores (Ofr, Colette, etc)  
Bookshops/Distributors/Press: please contact us [here](#) for enquiries.

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One day in spring 2003, a young man called Riccardo Tisci stopped by the studio of M/M (Paris) to buy a couple of their *Alphabet* posters he was admiring.

Two years later as the newly appointed creative director for Givenchy, Tisci invited M/M to develop an ever-expanding visual language for the revered fashion house. Invitation cards for his fashion shows have become a space of visual experimentations through which M/M freely express Tisci's inspirations. 'Hyper-chic propaganda, imperceptible appeals, juvenile graffiti, interweaving dark choruses and hypothetical calculations of the imaginary', as described by Olivier Zahm, these invitations for the women, men and haute couture collections of Givenchy are gathered for the first time in this publication, celebrating this fertile collaboration — an original and rare happening in fashion imagery — that is still going strong.







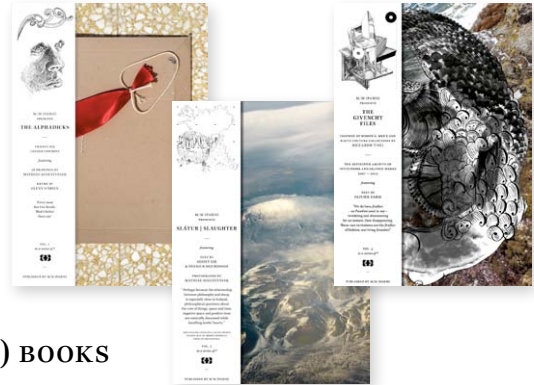




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## ABOUT M/M (PARIS) BOOKS

For almost twenty years now we have committed ourselves to producing imagery and symbols embedded in the every day. Given our experience it seems natural for us to extend into publishing — an intention originally included in our mission statement. Our aim is to offer both our own productions and those of others — contemporary works and historically neglected ones. Our books will be singular in their content and original in their configuration. We now can only hope you'll like them.

MICHAEL AMZALAG & MATHIAS AUGUSTYNIAK — M/M (PARIS)

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### VOL.1

#### THE ALPHADICKS

TWENTY-SIX LOADED COWBOYS  
DRAWINGS BY MATHIAS AUGUSTYNIAK  
RHYME BY GLENN O'BRIEN

*'Every man has two heads. That's better than one.'*

### VOL.2

#### SLÀTUR | SLAUGHTER

TEXT BY ODDNÝ EIR & ÓFEIGUR SIGURÐSSON  
PHOTOGRAPHS BY MATHIAS AUGUSTYNIAK

*'Perhaps because the relationship between philosophy and sheep is especially close in Iceland, questions about the core of things, space and time, negative space and positive time are naturally discussed while handling lambs' hearts.'*

### VOL.3

#### THE GIVENCHY FILES

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FOREWORD BY OLIVIER ZAHM  
ART BY M/M (PARIS)

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soon...

### VOL.4

#### THE ART WORLD

PHOTOGRAPHY FROM  
THE FIAC POSTERS AND ADVERTISING  
2005 — 2012  
PHOTOGRAPHY BY M/M (PARIS)  
FOREWORD BY ÉRIC TRONCY

*'A sort of geographical manual defining the movements of the art works, bringing them to specific territories, to their peripheries.'*

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