



RALPH PUCCI

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PRESENTS

REBECCA MOSES
MANNEQUINS/ART/FASHION

Rebecca Moses
Mes Demoiselles
Imperfectly Perfect





Rebecca Moses

Imperfectly Perfect," a collection of mannequins by internationally renowned designer and artist Rebecca Moses that is an amalgamation of who we are as a culture today. The 25 highly distinctive Mes Demoiselles reflect today's multi-cultural individualist and redefine the standard of beauty influencing a new generation of consumers who are a reflection of this new world order.

"When I saw Rebecca Moses' illustrations in her book, *A Life of Style*, I was struck by her perception of beauty and her message: to embrace uniqueness. She wrote, 'Crooked nose, frizzy hair, wide set eyes. These form a powerful signature of style. Perfect? Imperfect? Who's to say.' I knew this was exactly what we needed next," says Ralph Pucci, a 40-year veteran of the mannequin business. Rebecca Moses' drawings have come to life as a collection of mannequins who bring wit and unique personality into store display figures. Her Mes Demoiselles have declared their independence from traditional notions of beauty. Sexy, chic, and altogether unorthodox, they revel in their own idiosyncrasies, regarding their perceived "flaws" as features to flaunt, not conceal.

As Moses says, the women personify "undefined beauty" an ever-changing, self-defining personal glamour. Mes Demoiselles take their cues from themselves, their tastes, and their whims. Their expressive, unconventionally made-up faces possess irregular features, an underslung chin, long neck or articulated arms and hands, so-called "imperfections" that make them so uniquely beautiful. Each conveys a fearless personal style, eccentric and original, indicative of the power and beauty of self-confidence.

Rebecca Moses employs her mannequins as a medium for telling stories. "For me, they represent an evolving new vision of beauty. They reflect today's heterogeneous, borderless global culture in which women of all colors and ethnicities freely embrace their uniqueness and imperfectly perfect physical characteristics and style. They are champions of their individuality, letting their passions speak for them. Their attitude is: 'Isn't it great to be indescribable?'"

She adds, "Art, fashion, and retail need to reflect our changing world and society. People are blending. Stereotypes are broken. A new individualism has evolved, with fresh, personal visions of beauty. And I think that as a consumer walks through a store she will recognize herself in Mes Demoiselles' multi-ethnic, multi-cultural, imperfect yet spectacular personas."



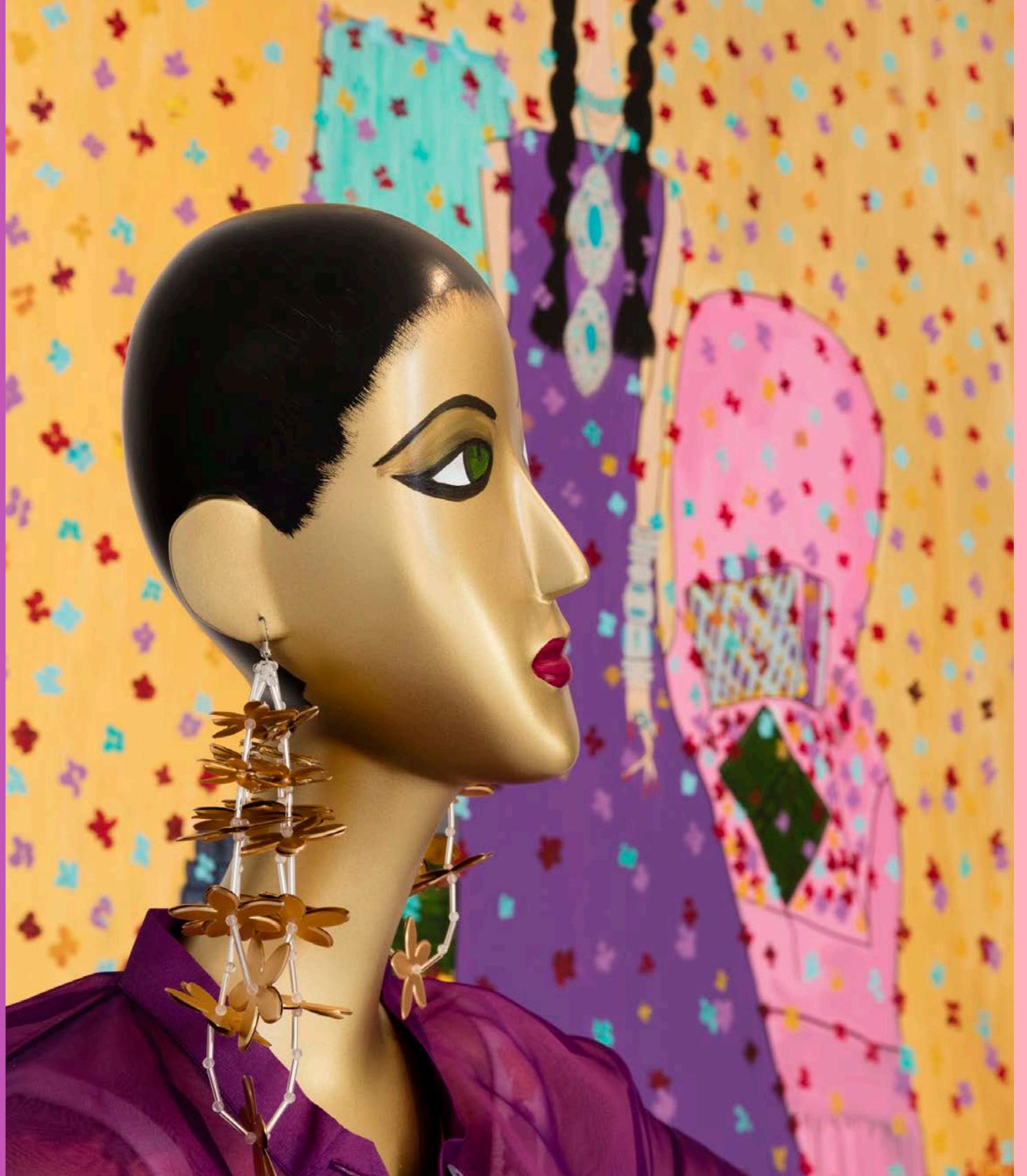


Rebecca Moses
Mes Demoiselles
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Rebecca Moses

Consider the gauntlet thrown. It's as chic and provocative as an 11-button glove, and plenty joyful. It comes via "Imperfectly Perfect," an exhibition by Rebecca Moses opening tonight at Ralph Pucci International, a cross-disciplinary wonder of illustration, one-off fashion and accessories and a glam contingent of mannequins who shatter current norms with their outrageous style. Just as the real-life models of the social media generation — Karlie, Gigi, Kendall — have, by force of their own powerful personalities, shoved aside the blandly pretty girls who walked (but never ruled) the runways in the Aughts, these fiberglass fashion girls make today's standard minimalist genre look more store dummy than dynamic presence.

-Bridget Foley, WWD



RALPH PUCCI

ANTOINE BOOTZ
photography

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RALPH PUCCI
ralphpucci.net