

01 / THE HOUSE STORY

The people. The point of view.



THE BEGINNING

Vivienne Westwood; early creative partnership with Malcolm McLaren

Vivienne Westwood's fashion story is rooted in the 430 King's Road shop opened with Malcolm McLaren in 1971 and the successive identities that followed. Her own collections developed through the 1980s and later included Gold Label, Red Label, Anglomania, MAN and the Andreas Kronthaler for Vivienne Westwood line. The archive is therefore exceptionally label-diverse. Useful official anchors include the 1971 King's Road beginning, the 1981 Pirate collection, Gold Label in the early 1990s and Red Label in the late 1990s, followed by later line changes. Use museum records and collection archives because the brand's history is too complex for a single neck-label chart.

FOUNDED

1971 (King's Road roots)

ORIGIN

London, England

WHY THE DETAILS MATTER

Modern Vivienne Westwood products use style/article references, while vintage garments often require label/collection and museum/archive comparison. Different lines and license categories may use different code formats; identify the line before interpreting numbers. Before 'decoding' anything, identify what kind of identifier it is: RN/business ID, style/article number, size code, supplier/production reference, serial, date mark, season code, inventory barcode, RFID/NFC or digital passport. Different identifier types answer different questions and are not interchangeable. Read the Vivienne Westwood care label literally before trying to date it.

Research and catalog observations are distinct. See the linked sources in this guide. Dates describe the cited records; a last recorded year does not establish a line closure.

An independent educational guide by Sui Generis. Unaffiliated with the featured designer; these references cannot establish an individual item’s authenticity.

Names, lines & relationships

Vivienne Westwood

Unified parent fashion house / mainline

Women's and men's ready-to-wear, bags, footwear, jewelry and accessories.

Andreas Kronthaler for Vivienne Westwood

2016

Separate ongoing designer collection within the Westwood house

Unisex / women's and men's ready-to-wear and accessories.

Vivienne Westwood Red Label

1999 — 2016

Historical women's ready-to-wear line

Women's prêt-à-porter.

Vivienne Westwood MAN

1996 — 2016

Historical menswear line

Menswear.

Anglomania

1998

Historical diffusion line

Youth-oriented ready-to-wear and archive-inspired fashion.

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Names, lines & relationships · continued

Vivienne Westwood Bridal

Dedicated bridal category

Bridal gowns and wedding-related couture/occasion pieces.

Current architecture includes the unified Vivienne Westwood mainline, the separate Andreas Kronthaler for Vivienne Westwood collection and dedicated Bridal. Historical Red Label and MAN were merged into the unified mainline for 2017; Anglomania is a legitimate historical diffusion line launched in 1998.

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A story in chapters

1971	Vivienne Westwood House origins · Vivienne Westwood; early creative partnership with Malcolm McLaren
1996	Vivienne Westwood MAN Line / house introduction in the cited records
1998	Anglomania Line / house introduction in the cited records
1999	Vivienne Westwood Red Label Line / house introduction in the cited records
2016	Andreas Kronthaler for Vivienne Westwood Line / house introduction in the cited records
2016	Vivienne Westwood Red Label Last year recorded here; not necessarily a closure
2016	Vivienne Westwood MAN Last year recorded here; not necessarily a closure

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04 / A WORKED EXAMPLE FROM OUR CATALOG

Read the label. Find the details.



THE COMPLETE ITEM

VIVIENNE WESTWOOD Size 30 Indigo Distressed Denim
Jeans

Marked size = the item’s original label. As a US company, Sui Generis lists a US size comparison; use the relevant brand/category chart and actual measurements to check fit.

THE LABEL / MARKING DETAIL



01 / WHAT YOU CAN READ

Vivienne Westwood · ANGLOMANIA
and orb

02 / HOW TO USE IT

Keep ANGLOMANIA in the transcription. The line wording provides more precise search terms than the orb or parent-house name alone.

03 / WHAT TO CHECK NEXT

The emblem does not date the piece. Photograph the care label and product references, then compare the complete item with dated examples from the named line.

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Research & image credits

Based on the existing Sui Generis guide research and credited references. Catalog photographs are Sui Generis images. Brand names identify the subject; this guide is independent and unaffiliated. Share complete sheets with their credits and a link to the guide.

<https://www.viviennewestwood.com/en-us/westwood-world/the-story-so-far/>

<https://www.londonmuseum.org.uk/collections/london-stories/vivienne-westwood-malcolm-mclaren-kings-road-royalty/>

<https://www.ngv.vic.gov.au/explore/collection/work/155688/>

<https://www.viviennewestwood.com/>

<https://www.vogue.com/fashion-shows/designer/vivienne-westwood>

<https://suigenerisconsignment.com/products/vivienne-westwood-size-30-indigo-distressed-denim-jeans>

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SIZING / HOW TO READ OUR CATALOG

Marked size & your US size

The marked size is the size printed on the item’s original label. Sui Generis is a US company, so our catalog uses a US size comparison to help our customers shop. A US listing size may therefore differ from the number on the designer’s tag; it does not change the item’s original marked size.

READ THE SIZING SYSTEM

FR or F means French; IT, I or ITA means Italian; JP means Japanese; UK or GB means British; US or USA means United States. D or DE means German. EU (or UE on some labels) denotes a European size where the relevant brand and category chart uses it. French and Italian clothing numbers are not interchangeable, and a manufacturing country does not identify a sizing system.

JAPANESE & BRAND NUMBERED SIZES

Some Japanese designers use their own numbered sizes, such as 1, 2 or 3. These are brand sizes, not automatically US sizes or a universal Japanese conversion. Use the chart for the specific brand, line and item.

MATCH THE CATEGORY. CHECK THE MEASUREMENTS.

When a tag prints several national sizes, retain the brand’s own size table instead of substituting a generic conversion. Women’s clothing, men’s tailoring and footwear need different charts. Letter sizes, denim and accessories also need their own fit information. Compare the original marking, the relevant chart and actual measurements. Vintage fit, alterations and cut can change the fit; a US comparison is a guide, not a guarantee.

If the sizing system or original marking cannot be confirmed from the available photograph, we say so rather than assigning a country or inventing a conversion.

REFERENCE READING

- Nordstrom: designer clothing conversion reference
- Maison Margiela: category-specific size guide
- Yohji Yamamoto: measuring garments

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