**Rudi Gernreich**

(1922, Austria – 1985 United States)

Rudi Gernreich moved to United States at the age of 16 to fled the Nazism. He was one of the most original, prophetic and controversial designer between Fifties and Seventies. He is most noted for his design of the first topless swimsuit and for the use of vinyl and plastic in clothes. In 1972 he invented the “No-Bra”, a bra without metal wires or clip, wearable as a pullover. His favourite model and his muse was Peggy Moffitt, William Claxton’s wife. In the US Rudi Gernreich founded the Mattachine Society, the first organisation in support of the homophily. He left the fashion ground to dedicate at the culinary art, in particular, he created the “red pepper soup”: a cold soup served in a red pepper, garnished with lemon and caviar.