

Clos
Saint-Bernard

dit

villa Noailles

Press Kit

35^e

DES VIVANTS

INTER

-MORISONS

DE MORIS

DE MORIS

-GRANDS

DES VIVANTS

-SOIRS

DE MORIS

HYERES

15
-18

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10

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20

20

Exhibitions open
until November 29th

villanoailles-hyeres.com
[@villanoailles](https://twitter.com/villanoailles)

Under the High Patronage of
Mr Emmanuel Macron
President of the French Republic

35th international festival of fashion, photography
and fashion accessories, Hyères

Pascale Mussard

President

Jean-Pierre Blanc

Founder and general director

Magalie Guérin

Deputy director

Julie Liger

Deputy director

Maida Grégory-Boina

Artistic director for Fashion, set design and scenography for the presentations and the fashion shows

Raphaëlle Stopin

Artistic director for photography

villa Noailles, Hyères

métropole Toulon

Provence Méditerranée

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Florent Groc

High resolution pictures available
on request to the press offices.

PLEASE NOTE THE FOLLOWING IMPORTANT INFORMATION:

In order to conform with the current health measures, all possible actions have been taken to ensure the festival occurs in the best of conditions:

- the number of visitors has been reduced by 50%
- reservation is mandatory for all of the events (inauguration, catwalk shows and live broadcasts, awards ceremonies, performances...)
- masks are mandatory (hand sanitiser and masks will be available)
- social distancing (Floor indications, one seat empty - either side)

Thank you for your understanding.

Live broadcasts and recordings in Hyères and online (website, Instagram, Facebook) will be available so that everyone can discover the artists taking part in this 35th edition.

The exhibition will be open with no reservation required, whilst respecting a restricted capacity, Friday 16 and Saturday 17 October from 10am until 8pm, and Sunday 18 October from 10am until 6pm.

Information is available on: villanoailles-hyeres.com
Follow us on Instagram and Facebook @villanoailles

Let us fight together against Covid-19 #tousmobilisés

The 35th edition of the Festival will take place from Thursday 15th to Sunday 18th October 2020 at the villa Noailles. The exhibitions will be open to the public until 29 November 2020.

Jean-Pierre Blanc is both the founder and the director of the festival which will be presided over by Pascale Mussard. Since 1986, the festival has promoted and supported young international fashion designers, since 1997 a competition has also existed for emerging photographers and this year, for the fourth time, a competition will also recognise young fashion accessory designers.

The festival is acknowledged as the oldest fashion competition aimed at young professionals.

Several prizes are awarded to the competing designers thanks to grants provided by the festival's partners who commit, together with the festival, to provide long term support. Practical assistance is provided right from the selection stage as well as during a period of two years in various different domains: financing, production, workmanship, materials, production, legal, media, exhibitions, workshops and residencies.

This year again new partners are providing their support for this young generation by joining together with the arts center.



Grand Prix of the jury Première Vision

Chloé Prize

The CHANEL Métiers d'art 19M Prize

jury

Jonathan Anderson

Fashion designer,
President of the jury, guest of honor
Paris

Tim Blanks

Journalist
London

Derek Blasberg

Journalist, Vanity Fair and senior staff member,
Gagosian Gallery
New York

Benjamin Bruno

Stylist and fashion consultant
London

Olivier Gabet

Director, Musée des arts décoratifs Paris

Michel Gaubert

Sound designer
Paris

Kaia Gerber

Model
Los Angeles

Amanda Harlech

Writer and consultant
London

Olivier Lalanne

Editor-in-chief, Vogue Homme International
Editor-in-chief, GQ
Paris

Tyler Mitchell

Photographer
New York

Ronnie Cooke Newhouse

Artistic director, House & Holme
London

Arnaud Valois

Actor
Paris

Christoph Rumpf

Fashion designer
Grand Prix of the jury Première Vision 2019
Vienna

finalists

Aline Boubert

France - Burkina Faso
Unisex

Xavier Brisoux

France
Womenswear

Emma Bruschi

France
Menswear

Katarzyna Cichy

Poland
Womenswear

Timour Desdemoustier

Belgium
Menswear

Andrea Grossi

Italy
Menswear

Marvin M'Toumo

France
Womenswear

Maximilian Rittler

Austria
Menswear

Céline Shen

France
Womenswear

Tom Van Der Borght

Belgium
Menswear



Jonathan Anderson by Manuel Braun

Jonathan Anderson

President of the fashion jury
and guest of honor

Jonathan Anderson is one of the leading fashion designers of his generation, earning both critical acclaim and commercial success with the collections he designs for his eponymous label, JW Anderson, and as creative director of the Spanish luxury house LOEWE.

Anderson attended the London College of Fashion and launched his own menswear collection in 2008, under the JW Anderson label. In 2010, he expanded into womenswear and in 2013 was named

the creative director of LOEWE.

Two years later, in 2015, he became the first fashion designer to be awarded both Menswear and Womenswear Designer of the Year by the British Fashion Council. Over the course of his career, Anderson has also collaborated on collections and products for brands including Converse, Coca-Cola, Topshop and Uniqlo, among others.

Outside the world of fashion, Anderson is a dedicated supporter of art and craft. In 2016 he founded the LOEWE Foundation Craft Prize, the world's first international award for contemporary craft and in 2017 he curated Disobedient Bodies,

an exhibition at The Hepworth Wakefield in Wakefield. In 2019, the Prime Minister of Britain appointed Anderson to the Trustees to the Board of the V&A, one of the world's leading museums of art and design.

Born in Northern Ireland in 1984 Jonathan is the son of Irish rugby player, Willie Anderson, and Heather Buckley, who worked as a secondary school teacher.

Fashion Prizes

GRAND PRIX OF THE JURY PREMIÈRE VISION

A Festival partner since 2011, Première Vision is sponsoring the Grand Prix of the Jury for the 8th consecutive year supporting them in their collection development and production.

The Grand Prix of the jury Première Vision consists of:

- a grant of 20,000 euros offered by Première Vision and a high level of visibility during a Première Vision Paris event.
- a collaborative project with the CHANEL Métiers d'art, worth up to 20,000 euros.
- a presentation of their collection under the umbrella of the Mercedes-Benz Fashion Talents programme at the Mercedes-Benz Fashion Week in Berlin A/W21. Mercedes-Benz Fashion Week in Berlin is the most relevant German fashion platform and will take place in January 2021.
- the opportunity to discover Swarovski's headquarters and archives in Austria.

Chloé Prize

For the Chloé Prize, the finalists will design in addition to the 7 silhouettes from their collection, one silhouette faithful to the Chloé tradition, the expertise of luxury ready-to-wear combined with a feminine style that is naturally elegant and spontaneous, and is aimed at today's women.

The Chloé Prize consists of a grant of 20 000 euros.

The CHANEL Métiers d'art 19M Prize

The CHANEL Métiers d'art 19M Prize will be awarded to the best collaboration between the ten finalists ten of the Houses belonging to CHANEL's Métiers d'art. The awarded finalist will benefit from a grant of 20 000 euros for the realization of a new design project to be displayed the following year.

Other special prizes could be awarded by the fashion jury

GRAND PRIX OF THE JURY PREMIÈRE VISION

Photographic commission on the collections in competition

Céline Bortoletti, Héliopolis, Hyères, March 2020



Aline Boubert

France - Burkina Faso

NAABALAND
Unisex



Timour Desdemoustier

Belgium

I SAW MY MUM WATCHING THE NEWS
Menswear



Emma Bruschi

France

ALMAANACH
Menswear



Katarzyna Cichy

Poland

IN BETWEEN HERE
AND ELSEWHERE
Womenswear



Xavier BRISOUX

France

MAILLE HAUTESCULPTURE
Womenswear

VILLA NOAILLES
Commission and production

CÉCILE BORTOLETTI
Photographs

SAMUEL DRIRA
Stylism

VIRGINIE LANDUCCI
Hair

SAMUEL RUFFIN-HENDRIX
Make up

DAIANE CONTERATO @MARYLIN
AYAK VERONICA MADING @MARYLIN
THEO PANBDELOOR @ROCK
TEO LEBLANC @ROCK
Models

GABRIELE RENNA
JEAN-YVES GIOT
Assistants

GRAND PRIX OF THE JURY PREMIÈRE VISION

Photographic commission on the collections in competition

Céline Bortoletti, Héliopolis, Hyères, March 2020



Andrea Grossi
Italy

WELCOME TO DEUSLAND
Menswear



Marvin M'Toumo
France

CHIEN FLEUR
Womenswear



Maximilian Rittler
Austria

BALLROOM BLITZ
Menswear



Céline Shen
France

DE LA COMPOSITION
EN FRAGMENTS
Womenswear



Tom Van Der Borght
Belgium

7 WAYSTO BE TVDB
Menswear

CHLOÉ PRIZE

Photographic commission on the collections in competition
production / creative direction : villa Noailles / Soleil Rouge Studio
photographer : Jalis2019
villa Romaine, Hyères



Timour Desdemoustier



Andrea Grossi



Céline Shen



Maximilian Rittler



Aline Boubert

CHLOÉ PRIZE

Photographic commission on the collections in competition

production / creative direction : villa Noailles / Soleil Rouge Studio

photographer : Jalis2019

villa Romaine, Hyères



Marvin M'Toumo



Xavier Brisoux



Katarzyna Cichy



Emma Bruschi



Tom Van Der Borght

THE CHANEL MÉTIERS D'ART 19M PRIZE

The collaborations between the Métiers d'art and the finalists are the following:

Aline Boubert and Lesage

Xavier Brisoux and Paloma

Emma Bruschi and Lemarié

Katarzyna Cichy and Goossens

Timour Desdemoustier
and Maison Michel

Andrea Grossi and Causse

Marvin M'Toumo and Lognon

Maximilian Rittler and Desrues

Céline Shen and
Ateliers de Verneuil-en-Halatte

Tom Van Der Borght and Montex

Grand Partner of the International Festival of Fashion, Photography and Fashion Accessories in Hyères since 2014, CHANEL further reinforced its support of the festival's activities in 2019 with the creation of a prize dedicated to the Métiers d'art.

This prize is part of the House's constant commitment to the preservation and development of Fashion's historical savoir-faire, serving creation.

The prize's vocation is to reward the best collaboration between the ten competing fashion designers and ten of the Houses belonging to CHANEL's Métiers d'art.

Collaborating this year are Katarzyna Cichy with the goldsmith Goossens, Xavier Brisoux and the Paloma flou atelier, Marvin M'Toumo and the pleater Lognon, Timour Desdemoustier and the hatter and milliner Maison Michel, Céline Shen and the leather goods maker Ateliers de Verneuil-en-Halatte, Tom van der Borght and the embroiderer Montex, Emma Bruschi and the feather and flower maker Lemarié, Maximilian Rittler and the parurier Desrues, Aline Boubert and the embroiderer Lesage, as well as Andrea Grossi and the glove maker Causse.

The winner, chosen by the Fashion Jury, will receive a grant of 20,000€ to make a new creative project, that will be unveiled next year, at the 36th edition of the festival.

In 2020 the name of this prize evolved to become the CHANEL Métiers d'art 19M Prize, in echo of Le 19M, the new site imagined and elaborated by CHANEL. Dedicated to the Fashion Métiers d'art, it will be open in 2021 and will regroup eleven Maisons d'art as well as 1200m² of space for sharing and dialoguing. The 19 for the arrondissement that welcomes it at Porte d'Aubervilliers, in Paris, and one of CHANEL's emblematic numbers. The M for the words Mains (Hands), Mode (Fashion), Métiers (Craftsmanship), Maisons (Houses) and Manufactures (Factories).

THE CHANEL MÉTIERS D'ART 19M PRIZE

Photographic commission on the collections in competition
production / creative direction : villa Noailles / Soleil Rouge Studio
photographe : Jalis2019



Andrea Grossi
and Causse



Timour Desdemoustier
and Maison Michel



Emma Bruschi
and Lemarié



Xavier Brisoux
and Paloma



Katarzyna Cichy
and Goossens

THE CHANEL MÉTIERS D'ART 19M PRIZE

Photographic commission on the collections in competition
production / creative direction : villa Noailles / Soleil Rouge Studio
photographe : Jalis2019



Maximilian Rittler
and Desrues



Tom Van Der Borgh
and Montex



Aline Boubert
and Lesage



Céline Shen and
Ateliers de Verneuil-
en-Halatte



Marvin M'Toumo
and Lognon

Fashion Grants

Mercedes-Benz has also hosted a sustainability masterclass for this year's fashion finalists, facilitating access to industry experts, to guide the designers in integrating responsible practices in their collections. Mercedes-Benz will integrate the finalist, who best incorporates eco-sustainable practices in their work, within one of its 2021 fashion initiatives.

Swarovski will support the fashion prize finalists by providing a generous selection of crystals for their collections.

SUPIMA is official partner of the Hyeres Festival, and will support the finalists of the contest « fashion » section with a donation of SUPIMA cotton. These looks made with SUPIMA cotton will be presented at the SUPIMA DESIGN LAB online 2020 Event during the Ready-to-wear Paris Fashion Week in October.

Eyes on Talents offers to all awarded designers a dedicated communication towards Eyes on Talents member brands and its creative community.

Puntoseta offers to all awarded designers an original printed fabric.

Catwalkpictures.com offers to all the award winners the pictures of their first fashion show in Paris.

Premiere Classe will welcome the Formers finalists of the Festival in a special showroom during the Paris Fashion Week in September offering them a great visibility for their business development.

L'atelier Aymeric Le Deun, specialist in buttons and fabric or leather covered fashion accessories, support the finalists by offering them the production of buttons for their collections.



Grand Prix of the Photography jury

American Vintage Photography Prize

jury

Paolo Roversi

Photographer,
President of the jury, guest of honor

Carla Sozzani

Gallerist and President of the Fondazione
Carla Sozzani

Chiara Bardelli Nonino

Photography editor, Vogue Italia, L'Uomo Vogue

Emanuele Coccia

Philosopher and associate professor,
Centre d'Histoire et de Théorie des Arts
(CEHTA), École des hautes études en sciences
sociales (HESS)

Ibrahim Kamara

Stylist and co-founder, Guap magazine
London

Jérôme Gautier

Director of publishing, Christian Dior
Paris

Petra Sedlaczek

Photographer
Paris

Simon Brainbridge

Editorial Director, 1854 Media
London

Adrian Joffe

President, Comme des Garçons and co-founder,
Dover Street Market
London

Jean-Hugues de Chatillon

Set designer
Paris

Alice Mann

Photographer
Grand prix of the Photography jury 2019
Cape Town

finalists

Clémence Elman

France

Alina Maria Frieske

Germany

Kata Geibl

Hungary

Laurence Kubski

Switzerland

Andras Ladosci

Hungary

Chase Middleton

Australia

Stefanie Moshhammer

Austria

Andrew Phelps & Paul Kranzler

USA / Austria

Dustin Thierry

Curacao / Netherlands

Guanyu Xu

China



© Paolo Roversi

Paolo Roversi

President of the photography jury and guest of honor

Paolo Roversi is a photographer best known for his striking, intimate portraiture and classical visual language.

His photographs occupy a realm between the past and present, resulting in imagery that feels at once progressive and familiar. Roversi's interest in photography began at an early age during a trip to Spain, prompting him to build a darkroom for printing his black and white photographs. He began his professional career in 1970 with

photojournalism assignments, but soon shifted his focus to fashion. After a period assisting Laurence Sackman, Roversi started shooting his own fashion editorials and advertising campaigns, the resulting catalogues of which over the years has made him one of the industry's preeminent image-makers. In the early 1980s he added large-format Polaroid photography to his practice, a medium that continues to enhance his trademark style. Roversi is widely regarded fashion and portrait photographer and has documented all the most famous models and movie stars. His photo-

graphs have been published internationally in magazines such as Vogue, W Magazine and Vanity Fair. He has collaborated with leading fashion and beauty houses, creating images for brands from Comme des Garçons, Dior and Guerlain to Armani, Chanel, and Lancôme. During his 40-year career as a photographer, Roversi has published several, including Angeli, Libretto, Nudi, Studio and Secrets and his work has been exhibited at galleries and museums around the world.

Photography Prizes

GRAND PRIX OF THE PHOTOGRAPHY JURY

The House of CHANEL partners with the Grand Jury Prize for Photography to award a grant of 20,000 euros to the winner.

AMERICAN VINTAGE PHOTOGRAPHY PRIZE

For the four coming years, American Vintage will partner with the Festival of Fashion, Photography and Fashion Accessories, Hyères by creating the “American Vintage Photography prize”. The grant, whose value equals 15,000 euros (including 5,000 euros for the selected photographer), consists in a fashion photoshoot order. It will be awarded to one of the finalists.

Other special prizes could be awarded by the photography jury

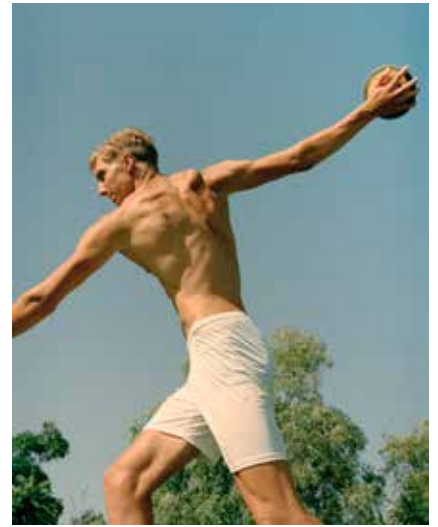
GRAND PRIX OF THE PHOTOGRAPHY JURY



Clémence Elman
France



Alina Maria Frieske
Germany



Kata Geibl
Hungary



Laurence Kubski
Switzerland



Andras Ladosci
Hungary

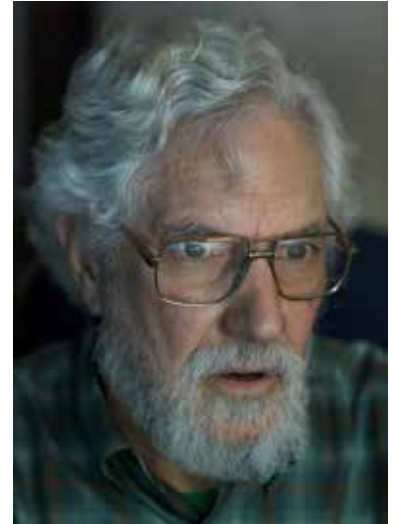
GRAND PRIX OF THE PHOTOGRAPHY JURY



Chase Middleton
Australia



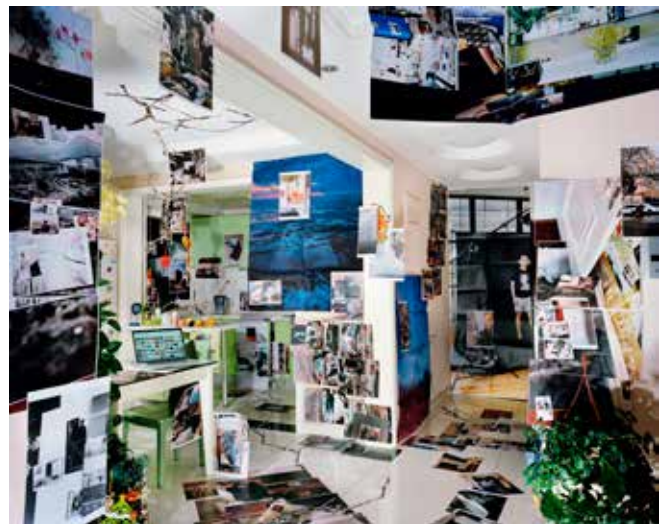
Stefanie Moshammer
Austria



Andrew Phelps
& Paul Kranzler
USA - Austria



Dustin Thierry
Curacao - Netherlands



Guanyu Xu
China

AMERICAN VINTAGE PHOTOGRAPHY PRIZE



Clémence Elman
France



Alina Maria Frieske
Germany



Kata Geibl
Hungary



Laurence Kubski
Switzerland



Andras Ladosci
Hungary

AMERICAN VINTAGE PHOTOGRAPHY PRIZE



Chase Middleton
Australia



Stefanie Moshhammer
Austria



Andrew Phelps
& Paul Kranzler
USA - Austria



Dustin Thierry
Curacao - Netherlands

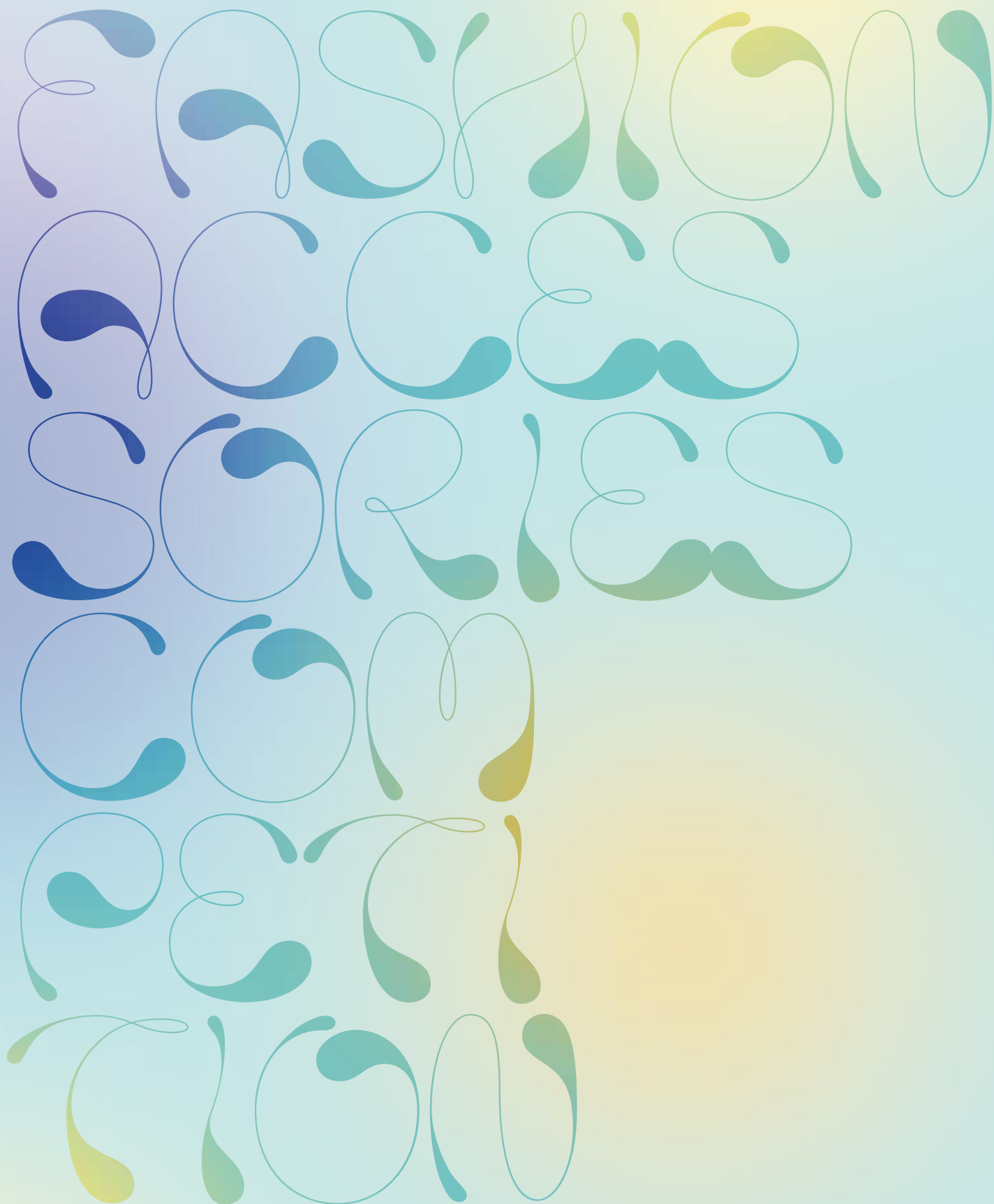


Guanyu Xu
China

Photography grants

Eyes on Talents offers to all awarded photographers a dedicated communication towards Eyes on Talents member brands and its creative community.

Wallpaper* will chose a finalist to shoot a main fashion story for the magazine. Wallpaper* looks at fashion from a different angle, accenting its relationship with design, architecture, art and wider visual culture, often collaborating with photographers from outside the fashion field. The winner will also be profiled on wallpaper.com with an interview and an accompanying picture gallery of her/his previous work.



Grand prix of the Fashion accessory jury
The Hermès Fashion Accessories Prize

jury

Hubert Barrère

Artistic director of Lesage and Corset designer
President of the jury, guest of honor

Nicolas Maury

Actor, Paris

Magda Danysz

Founder, Galerie Magda Danysz, Paris

Eugénie Trochu

Journalist, Vogue Paris Paris

Monica Ainley

Journalist and influencer, Paris

Yaz Bukey

Accessories designer, Paris

Jean-Baptiste Talbourdet

Creative director Paris

Ana Girardot

Actress, Paris

Blanca Li

Dancer and choreographer, Paris

Joana Preiss

Actress, Paris

Noelia Morales

Accessories designer, Barcelone
Grand prix of the fashion accessory jury Swarovski 2019

finalists

Antonin Mongin, Dimitri Zephir & Florian Dach

France
Head pieces

Carol Muthiga-Oyekunle

United States of America
Eyewear

Ddiddue & Juana Etcheberry

France
Caps

Eva Verwicht

France
Bags

Félicie Eymard

France
Jewellery and leather goods

Giulia Chéhab

Italy-Switzerland
Bags

Jil Jander

Luxembourg
Bags

Joanne Guiraud

Switzerland
Jewellery

Oubadah Nouktah

France-Syria
Bags

Serena Cancellier

France-Italy
Bags



Hubert Barrère photo Jean Philippe Raibaud

Hubert Barrère

President of the fashion accessories jury and guest of honor

Hubert Barrère is the Artistic Director of Lesage since the death of François Lesage in 2011.

He graduated from the School of the Chambre Syndicale de la Couture Parisienne (Trade Association of Paris Couture). From 1990 to 1994, he worked with Thierry Mugler, Balmain and the embroidery house Vermont... Artistic Director of the embroidery house Hurel from 1997 to 2011, he collaborated with leading

luxury houses, including CHANEL, Valentino and Louis Vuitton. Passionate about corsets, he launched his first collection in 1995. He was then awarded the Grand Prix de la Mode de la Ville de Paris and collaborated with many luxury houses: Givenchy (Alexander McQueen), Dior (John Galliano), Chloé (Stella McCartney), Louis Vuitton (Marc Jacobs). In 2008, he won the Talent de l'Audace awarded by the Centre du luxe et de la création (Luxury and Creation Centre). He co-authored the book *Le Corset* published in 2011.

Hubert Barrère collaborated with

the artist Claudine Draï in 2015 to create costumes for a dance performance at the Maeght Foundation and in 2017 for the 57th Venice Biennale. In 2018, Nicolas Le Riche asked him to create the costumes for the ballet "B comme..." In 2019, Artcurial exhibited his works as part of the Fine Craft & Creation Biennial with "Illusion (the Metis and the Artifice)", a corpus of seven textile sculptures inspired by the Goddess Athena, combining embroidery and corsetry.

Fashion Accessory Prizes

GRAND PRIX OF THE FASHION ACCESSORY JURY

The Grand prix of the fashion accessory jury consists of :

- a collaborative project with the CHANEL Métiers d'art, worth up to 20,000 euros.
- the opportunity to discover Swarovski's headquarters and archives in Austria.

THE HERMÈS FASHION ACCESSORIES PRIZE

Hermès is partnering with the International Festival of Fashion, Photography and Fashion Accessories to launch the Hermès Fashion Accessories Prize.

Through this prize, Hermès is delighted to support young talent and demonstrate its commitment to boldness and innovation as drivers of creativity.

Creative freedom, a constant quest for the finest materials, the transmission of exceptional know-how, innovative craftsmanship and the aesthetics of function combine to embody the uniqueness of the house which, since 1837, has supported those who learn, master and transmit creative gestures.

The Hermès Fashion Accessories Prize, with a grant of €20,000, will be awarded to one winner for the creation of a piece of a leather fashion accessory.

Other special prizes could be awarded by the fashion accessory jury

GRAND PRIX OF THE FASHION ACCESSORY JURY

Photographic commission on the collections in competition
Philippe Jarrigeon, Hôtel Provençal Hyères, March 2020



Antonin Mongin,
Dimitri Zephir
& Florian Dach
France
head pieces



Carol Muthiga-Oyekunle
United States of America
eyewear



Ddiddue
& Juana Etcheberry
France
caps



Eva Verwicht
France
bags



Félicie Eymard
France
Jewellery and leather goods

VILLA NOAILLES
Commission and production

PHILIPPE JARRIGEON
Photographs

GIOVANNA MARTIAL
Set design

BEPi VALERIO
Styling

VANILLE GAUTIER
Hair & Make up

ABEL MEFRE
ELISABETH & ALEXANDRA
ARTCHOUGOV
Models

CORENTIN THÉVENET
Assistant

GRAND PRIX OF THE FASHION ACCESSORY JURY

Photographic commission on the collections in competition
Philippe Jarrigeon, Hôtel Provençal Hyères, March 2020



Giulia Chéhab
Italy-Switzerland
bags



Jil Jander
Luxembourg
bags



Joanne Guiraud
Switzerland
Jewellery



Oubadah Nouktah
France-Syria
bags



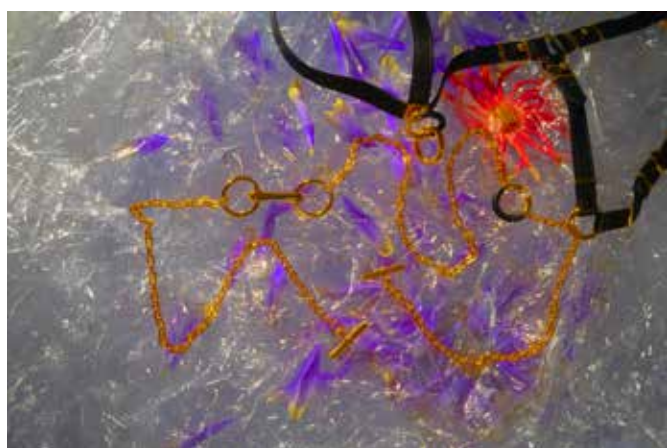
Serena Cancellier
France-Italy
bags

THE HERMÈS FASHION ACCESSORIES PRIZE

Photographic commission on the collections in competition
production / creative direction : villa Noailles / Soleil Rouge Studio
photographers : Jalis2019 et Joshua Abecassis



Carol Muthiga-Oyekunle
United States of America



Joanne Guiraud
Switzerland



Serena Cancellier
France-Italy



Jil Jander
Luxembourg



Félicie Eymard
France

THE HERMÈS FASHION ACCESSORIES PRIZE

Photographic commission on the collections in competition
production / creative direction : villa Noailles / Soleil Rouge Studio
photographers : Jalis2019 et Joshua Abecassis



Eva Verwicht
France



Ddidue
& Juana Etcheberry
France



Antonin Mongin,
Dimitri Zephir
& Florian Dach
France



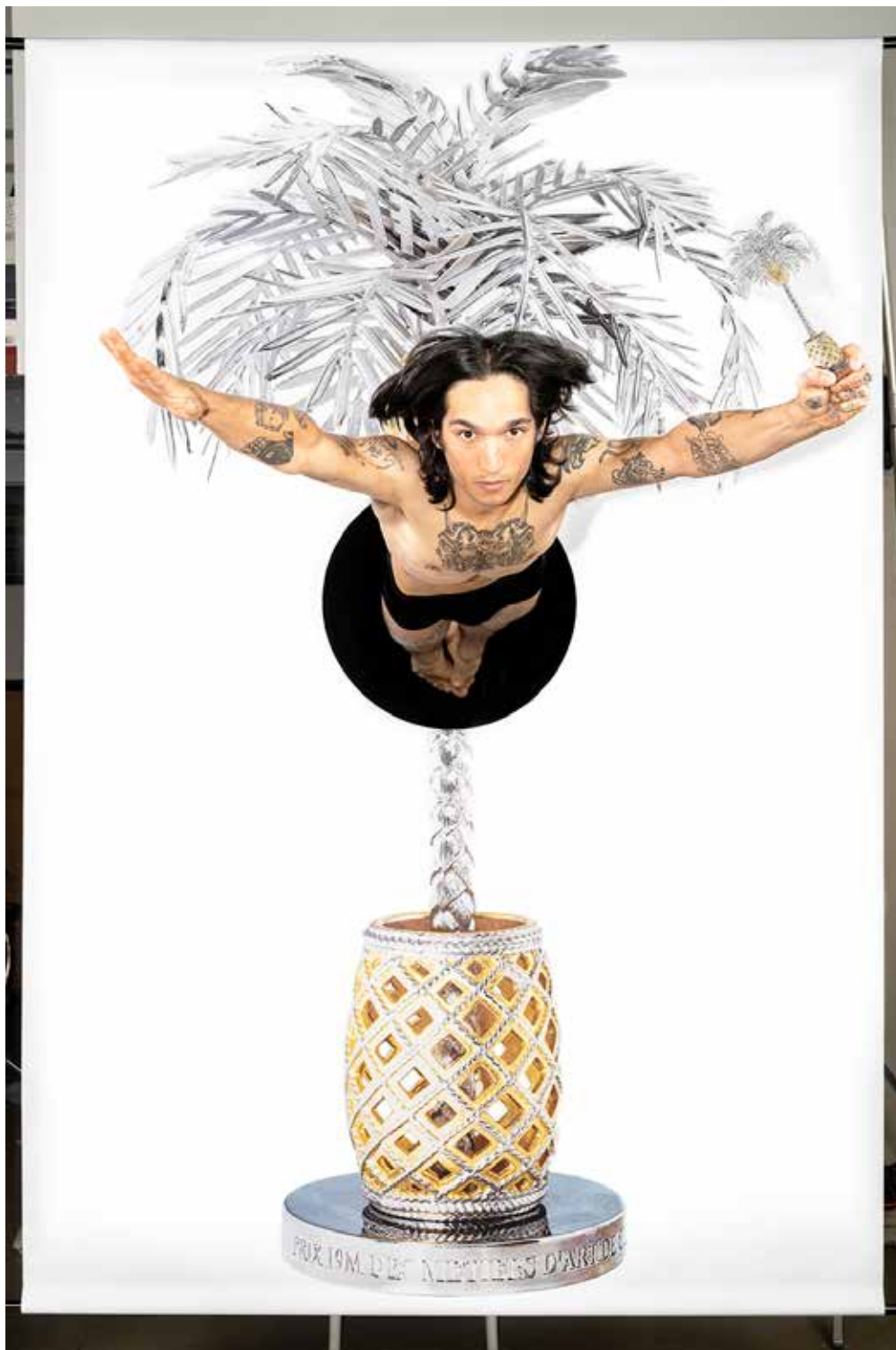
Giulia Chéhab
Italy - Switzerland

Fashion accessories Grants

Eyes on Talents offers to all awarded photographers a dedicated communication towards Eyes on Talents member brands and its creative community.

Swarovski will support the fashion accessories finalists by providing a generous selection of crystals for their collections.

The trophies for the winners of the Fashion, Fashion Accessories and Photography prizes have been made by Desrues.



Photography: Hubert Crablières



Exhibitions open until November 29th

→ **Presidents of jury and guests of honor :**

- Jonathan Anderson
- Paolo Roversi
- Hubert Barrère

→ **Competitions finalists :**

- 10 designers presented
by Mercedes Benz
Scenography by Kim Haddou
et Florent Dufourcq
- 10 Fashion accessories designers
Scenography by Samuel Bégis
- 10 photographers

→ **Winners 2019 :**

- **Christoph Rumpf**,
Grand Prix of the jury
Première Vision 2019
- **Alice Mann**,
Grand Prix of the Photography
jury 2019
- **Noelia Morales**,
Grand Prix of the Fashion accessories
jury Swarovski 2019
- **Róisín Pierce**,
Prix des Métiers d'art 2019
- **Hubert Crabières**,
Prix de la Photographie
American Vintage 2019

→ **François-Marie Banier, Marie-Laure de Noailles, 1969-1970**

→ **Sara Favriau,**

Cairn ou le cercle vertueux
In parternship with
la Fondation Carmignac

→ **LOVE MY WAY #2**

Scenography by Rodolphe Parente

→ **Commandes photographiques pour les 35 ans du festival, aux magazines :**

Boycott, Temple, Madame Figaro
et Novembre

→ **Photographic and artistic commition for the festival posters :**

Serge Le Hidalgo, François Rousseau,
Sarah-Mei Herman,
Pierre Debusschere, Nicolas Aristidou,
Hubert Crabières, Guillaume Blot,
Xavier Fenouil, Cécile Bortoletti,
Laurent Humbert,
Pierre-Ange Carlotti, Louise Desnos,
Marc Turlan

→ **photographics and videos commitions on the collections in compétition :**

Cécile Bortoletti,
Soleil Rouge -
Jalis Vienne et Léo d'Oriano
Philippe Jarrigeon

→ **Michael-Birch Pierce**

Embroidered portraits of
the finalists

→ **Florent Groc**

Guest Artist

→ **Pierre Yovanovitch**

Boutique

→ **Karim Zeriahen**

Film «*Chère Marie Laure*»

workshops

Morgan Ponsonnet:
«Fleur de Papier: dahlias»
Jacques Merle:
«Dessine-moi et habille-moi»

SIGNATURES

François-Marie Banier
Sophie Fontanel
Simon Johannin
Pierre Yovanovitch

PERFORMANCES

Grégoire Schaller
Adrien Martins

SURPRISES

CONFERENCES

CONCERTS

DANSE

Ballet national de Marseille, La Horde

SHOWROOMS / THE FORMERS

Jonathan Anderson

I Curate

Cultural brand and cultural agitator is how Jonathan Anderson describes Loewe and JW Anderson respectively: different fashion places where he holds the same position of creative director (and, in the case of JW, founder). For the first time the archive collections of both brands are shown together in Hyères, celebrating the most iconic moments of Anderson's career. Curator, however, would be a more apt definition for the way he operates. Anderson, in fact, despite having created an unmistakable design language that is abstractly elegant, full of ruptures and inherently, at times provocatively averse to gender specifications, curates way before he designs. It's a question of mindset. A brand, after all, is defined by the products it creates as well as by the actions it promotes. For Anderson these actions are closely linked to the worlds of art, craft and culture. These activities which might not directly impact sales and figures, but that nonetheless give structure and depth to both identity and appeal, promoting highly specific values based on what, in a broader sense, can only be described as *taste*. Anderson's taste is highly cerebral just as much as it is playful. He likes frictions, clashes, contrasts which he harmonises in oblique ways.

As probably the first design curator — in 2017 he actually curated “Disobedient Bodies”, an exhibition at The Hepworth Wakefield in Wakefield — Jonathan Anderson radicalises the tasks of the creative director. In fact, if creative direction is a global image operation broadcast through multiple channels — fashion shows, press campaigns, ad hoc initiatives, endorsements — thus composing an all-surrounding brand experience for the consumer, design as curatorship benefits

from the impromptu gratuitousness of the artistic gesture, which is usually detached from any immediate commercial purpose. As such, the brand's status is somehow increased. Fashion, through the eye of the designer curator, does not engage in collaborations with art, but contaminates its very own identity with it, allowing for a permanent genetic mutation to happen. This is well evident, in different ways, in both JW Anderson and Loewe. While Loewe keeps a frisson of Mediterranean sensuality with a stress on the tactility of craft, JW inclines towards a brilliant bluntness of contrast. Either way, Jonathan Anderson follows an almost engineering clarity in approach, favoring collage as a way to combine an array of different elements into a prismatic whole that encompasses photography projects, publishing fanzines, creating objects or even just sensations. At Loewe, in particular, due to the leather-making expertise of the house, Anderson delves into craft, his own way. The handmade, which elsewhere is celebrated looking backwards, in a nostalgic loophole or an ode to tradition, in his hands turns into a progressive tool. So much so that in 2016 Anderson founded the LOEWE Foundation Craft Prize, the world's first international award for contemporary craft. Openness to the most diverse forms of expression is another essential quality for the curator, and Jonathan Anderson has an insatiable curiosity for all expressive forms. At the core, even at his most abstract, he remains a classicist: there is a balance and elegance to his work that is another signature, together with culture.

Angelo Flaccavento

Jonathan Anderson



Loewe Men's Spring Summer 2015, publication in Cádiz, Spain
Photography Jamie Hawkesworth
Styling Benjamin Bruno

Paolo Roversi

Silenzio

4'33 is the title of a renowned three-movement composition by John Cage. While the audience may perceive it as four minutes and thirty-three seconds of silence— since the musicians don't play any of their instruments— the performance is actually made by all the sounds of the environments: the whispers, the tapping of fingers, the hum of the air conditioning, the moving of bags and limbs and chairs and clothes. Music as pure, essential sounds; music that quiets the mind.

Titling a photographic exhibition "Silenzio" (silence in Italian) may appear odd at first, maybe a little off. Nevertheless, we live in an age where images have become our shared language and most of the times are used to shout, to prevail, sometimes even to oppress; they are thought as disposable, ephemeral, they don't linger as much as we scroll past them.

Paolo Roversi's photographs, instead, are made of silence and secrets; they speak softly but firmly, inviting you to pause. The images in this exhibition are full of contradictions and evoke that very same spell that was so common in the dawn of photography, where these suspicious doubles of reality were looked with bewilderment and wonder.

They are interludes of everyday life, cracks through which something otherworldly might gain access to the viewer's subconscious— and they are meant to be that way. They are meant to be looked at, to puzzle and to fill you with doubts. They require concentration and questioning, but they don't force any meaning or interpretation. They are an open door, into a room made of silence.

Paolo Roversi



Paolo Roversi, *Malgosia* for Alberta Ferretti, Paris, 1998

Hubert Barrère

Illusion : la Métis et l'Artifice

Hubert Barrère, artist, embroiderer, corset-maker and Artistic Director of the House of Lesage, presents the exhibition *Illusion, la mètis et l'artifice* at the villa Noailles.

This exhibition features seven busts, bringing together an exceptional corsetry savoir-faire and textile sculpture in sumptuous materials at the crossroads of art, fashion and craftsmanship. The visitor is immersed in a semi-darkness conducive to meditation, in a mystical, museumesque ambiance.

Hubert Barrère gives soul to the different fabrics that are retranscribed and rendered sublime by the embroiderers. Sequins, beads and feathers materialise in malachite or as scales, evoking the texture of an exotic skin. This Ancient Greece enthusiast focuses on the figure of Athena. Thanks to the embroideries by the Lesage ateliers, the interpretation of the symbols associated with the goddess of artists and artisans is a moving reminder of the heritage value of these savoir-faire.

Hubert Barrère

A graduate of the École de la Chambre Syndicale de la Couture Parisienne, Hubert Barrère worked with - among others - Thierry Mugler and the embroiderer Vermont between 1990 and 1994, before becoming Artistic Director at Ghislain and Vicaire. Passionate about corsets,

he launched his first collection in 1995 and was awarded the Grand Prix de la Mode de la Ville de Paris. As Artistic Director of the embroiderer Hurel from 1997 to 2011, he collaborated with the biggest Houses, including CHANEL, Givenchy and Valentino. His renown has made a particular impression on China, where he has been invited to hold a runway show during several Fashion Weeks since 2003. In 2008, he was the first man to become president of the Fashion Group Paris, and in the same year he won the Talent de l'Audace prize, awarded by the Centre du luxe et de la création. In 2011 he became Artistic Director of the House of Lesage, succeeding François Lesage. He is also the co-author of the book *Le Corset* published in 2011. He collaborated with the artist Claudine Draï in 2015, creating costumes for a dance performance at the Fondation Maeght, and again in 2017 for an exhibition at the 57th Venice Biennale. In 2018, Nicolas Le Riche asked him to design the costumes for his ballet "B comme...".

The House of Lesage

Since 1924, the House of Lesage has been making embroideries for Haute Couture, Ready-to-Wear and accessories, that require hundreds of hours of work and an exceptional savoir-faire. Their embroidery school was established in 1992. The House of Lesage joined CHANEL's Métiers d'art in 2002.

www.hubertbarrere.fr
[@hubertbarrere](https://www.instagram.com/hubertbarrere)

Hubert Barrère



Hubert Barrère - *L'Olivier* - Illusion exhibition

Christoph Rumpf,

Grand Prix of the jury Première Vision 2019

Collection made in collaboration with the CHANEL Métiers d'art

Celibacy

This collection is about building a character, the journey of an innocent child, free from intentions or expectations, finding oneself through a mechanism of self-defense, of masculine appearance while finally embracing his femininity. The story is told through characters, the good and the bad, each character representing one step of the evolution. It questions the role of the catholic church and their

behavior towards LGBTQ people and how it can traumatise them. Finding strength in the dark times, being aware that confusion, emotional pain, and being treated poorly can make you stronger and know how to use bad feelings as something that lets you grow. The collection is showing this transformation and different stages of becoming who I am now.

Christoph Rumpf,

Grand Prix of the jury Première Vision 2019
Collection made in collaboration with the CHANEL Métiers d'art



Photography : Kristian Paris

Bag, Ateliers de Verneuil-en-Halatte,
Métiers d'art



Christoph Rumpf
bag, Ateliers de Verneuil-en-Halatte,
Métiers d'art

Artistic commission

villa Noailles
Production

Florent Groc
Paintings and collages

Alexis Liger
Photograph

Alice Mann,

Grand Prix of the Photography jury 2019

Drummies

Drummies explores the unique and aspirational subculture surrounding all-female teams of drum majorettes in South Africa, and how the sport empowers the young women involved. For them, being a “Drummie” is a privilege and an achievement, indicative of success on and off the field. While there have been various debates around the archaic sense of discipline and idealised notions of femininity associated with the sport, being part of a team offers girls a sense of belonging and emboldens their self-worth. The significance of pride and confidence is stressed to the girls, which is vital in communities where opportunities for young

women are often severely limited. Being “Drummies” allows these girls to excel, and their distinctive uniforms serve as a visual marker of success and emancipation from their surroundings. “With my continued investigation into this subculture, I hope that these images can communicate the pride and confidence these girls have achieved through identifying as ‘Drummies,’ in a context where they face many social challenges. I want these images to function as a testament to the commitment and determination of these young female athletes, in a world where so many sporting opportunities are still focused on men.”

Alice Mann,

Grand Prix of the Photography jury 2019



Danika de Wet, Laerskool Helderkruin Majorettes, 2019

Noelia Morales,

Grand Prix of the Fashion accessories jury Swarovski 2019

Thanks to Claire

In 2016, like many women, I underwent a mastectomy following a cancer. Despite pressure, I decided to not undergo reconstruction after the mastectomy, but to adapt to this new appearance. Am I hiding? Have I become a fighter? It was at this time that I developed my first collection of lingerie. Asymmetrical bras which highlight this absence and celebrate it with enthusiasm and humour. The patch alludes to a pirate's eye-patch, those rebel, seductive, and mischievous characters, as was my muse, Anna Bonny, a beautiful and courageous female pirate who was captured and condemned to death. She disappeared the night before her execution. I like to imagine that she reappeared,

but instead of missing an eye, she was now missing a breast. The 2020 collection, which I was fortunate enough to produce in partnership with CHANEL's Métiers d'art, developed this initial idea. It pays homage to Claire O'Keefe, who encouraged me in this process; I first met her when we were both finalists in the Hyères competition. I have designed six pieces that have been created by Les Ateliers de Verneuil-en-Halatte, the embroiderer Lemarié, Montex and the milliner Maison Michel. This asymmetric design can be found once again in lingerie, but also in a belt-corset, a necklace, a headband, and in accessories.

Noelia Morales,

Grand Prix of the Fashion accessories jury Swarovski 2019



Necklace, Montex



Belt
Ateliers de Verneuil-en-Halatte

Artistic commission

villa Noailles
Production

Florent Groc
Paintings and collages

Alexis Liger
Photograph

Róisín Pierce,

Métiers d'art prize 2019

Bláthanna Fiáin

EXHIBITION OF CREATIONS BY RÓISÍN PIERCE, WINNER OF THE MÉTIERS D'ART PRIZE AT THE 2019 INTERNATIONAL FESTIVAL OF FASHION, PHOTOGRAPHY AND FASHION ACCESSORIES IN HYÈRES

As Grand Partner of the 35th International Festival of Fashion, Photography and Fashion Accessories in Hyères, CHANEL is supporting the future of fashion design. This year, Le 19M, CHANEL's new site in Paris that will regroup eleven Métiers d'art in 2021, has also become a Grand Partner of the event. For the occasion, CHANEL and Le 19M have invited Irish designer Róisín Pierce to exhibit an ensemble of her creations made in collaboration with CHANEL's Métiers d'art, in the gymnasium at the Villa Noailles.

A graduate of the National College of Art and Design in Dublin, Róisín Pierce sculpts materials by hand with accumulative and stratification effects, while focusing on "zero waste" and revising ancestral techniques with an astonishing modernity. Winner of the Métiers d'art Prize at

the International Festival of Fashion, Photography and Fashion Accessories in Hyères in 2019, she was rewarded for her white headpieces made from broderie anglaise and ruching, in collaboration with Maison Michel.

The 2019 Métiers d'art Prize gave her the opportunity to collaborate with the Ateliers de Verneuil-en-Halatte to make a pod-shaped bag embroidered with lace, embellished with bows and tassels and that opens like the petals of a flower. Róisín Pierce also worked with Maison Michel to create a hat from broderie anglaise and little bows. Finally, the designer collaborated with Paloma, the flou expert, on the creation of a dress covered entirely with ruching of white flowers.

These highly original creations, made in collaboration with CHANEL's Métiers d'art will be exhibited alongside other installations and events for the duration of the festival.

Róisín Pierce,

Métiers d'art prize 2019



Floral dress made with Paloma.
Fittings in the Paloma Flou atelier during the development of the design.



Artistic commission

villa Noailles
Production

Florent Groc
Paintings and collages

Alexis Liger
Photograph

Róisín Pierce
Bag, Ateliers de Verneuil-en-Halatte,
Hat, Maison Michel

Hubert Crabières,

American Vintage Photography Prize 2019

On dirait le sud

This series for American Vintage started with a number of shots of landscapes in the South of France, in Provence-Alpes-Côte d'Azur, the region which the label comes from. These landscapes were printed on large fabrics in order to cover the space where I live and work in the suburbs of Paris, in Argenteuil. In keeping the imprint of the objects which surround me, simply by covering them with these stereotypical postcard images, I wanted to substitute one decor with another, through a simple superimposition. Furthermore, the models who are wearing

these clothes in the photos are the same close friends who move amongst this hybrid space of living area and studio. The poses they strike waver between the intimate and the spectacular, influenced by the proximity of these two contexts. The clothes, their colours, their patterns, or their materials, are used by the stylist, Riccardo Linarello, like costumes for a fiction without a thread. The result is a collection of images which humorously play upon repetitive effects in this seaside decor, in Argenteuil.

Hubert Crabières,

American Vintage Photography Prize 2019



François-Marie Banier, Marie-Laure de Noailles, 1969-1970

It was nine months after May 1968. She was sixty-five years old, he was twenty. The friendship which brought them together, consisted of a sentimental complicity, an intellectual intimacy, an artistic affinity, an insolence, and an uninterrupted dialogue, which is the key theme of this exhibition. Photographs, drawings, letters, fragments of personal diaries, bear witness to a unique relationship. And, within these lively exchanges, a modern spirit came to life. The circumstances encouraged it. The collections created by Marie Laure and her husband reflected their characters, their intuitions, and their aesthetic audacity: their art of living.

They first met in November 1966, by chance, at a very Parisian literary morning, like a missed rendezvous: accompanied by his mother, he had come to meet André Maurois, who had briefly spoken about him in the review *Nouvelles Littéraires*. He left, distracted, holding a copy of *Journal d'un peintre*, which the author had dedicated to him. When they met once more, two years later, they had forgotten this secret moment which was the genesis of their crossed destinies.

But had they truly forgotten? Let us say that their memories had been suspended. The strongest relationships sometimes require silence and absence, or the false indifference which some of Marivaux's characters use in order to better attain their conquests. Their second encounter, in a private

residence on the Place des États-Unis was, on the other hand, duly planned. A friend they shared prepared the way, telling her that a young, twenty-year-old writer, who was blonde with curly hair like a cherubim, and full of promise, wanted to meet her.

From this very moment — hence followed by many hundreds more — they understood one another. This can be seen when looking at the photographs where they appear together, amongst the bronzes and the marble in the salon: between them there is this electric distance which is the most beautiful of proximities.

In this marvellous salon of the residence on Place des États-Unis, where order and disorder seemed to superimpose one another, the Vicomtesse and the young writer dialogued. Dialogued in the sense that they exchanged their words, like one gives a part of oneself, the answers running on into questions and questions invoking further answers, infinitely. Also in the sense of a scenography, with its situations, its gestures, and its intonations. Thanks to rare recordings, some of these dialogues have been preserved and transcribed. Only the film is missing, the visual theatre of these dialogues which have continued into written exchanges. This is the exhibition's objective: to rediscover the meaning of these moments of freedom and grace.

André Guyaux

François-Marie Banier, Marie-Laure de Noailles, 1969-1970



François-Marie Banier et Marie-Laure de Noailles,
Place des États-Unis, Paris, juin 1969

François-Marie Banier, Marie-Laure de Noailles, 1969-1970

Published on the occasion of
the exhibition « François-Marie
Banier, Marie-Laure de Noailles,
1969-1970 » in the villa Noailles
from October 15 to November
29 2020, in the frame of 35th
International festival of fashion,
photography and fashion
accessories – Hyères.

Conceived by
Martin d'Orgeval

Artistic direction
and graphic design
Twice studio

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François-Marie Banier
André Guyaux
Jean-Pierre Blanc

60 photographs and painted
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Banier
Archives and retranscriptions of
interviews

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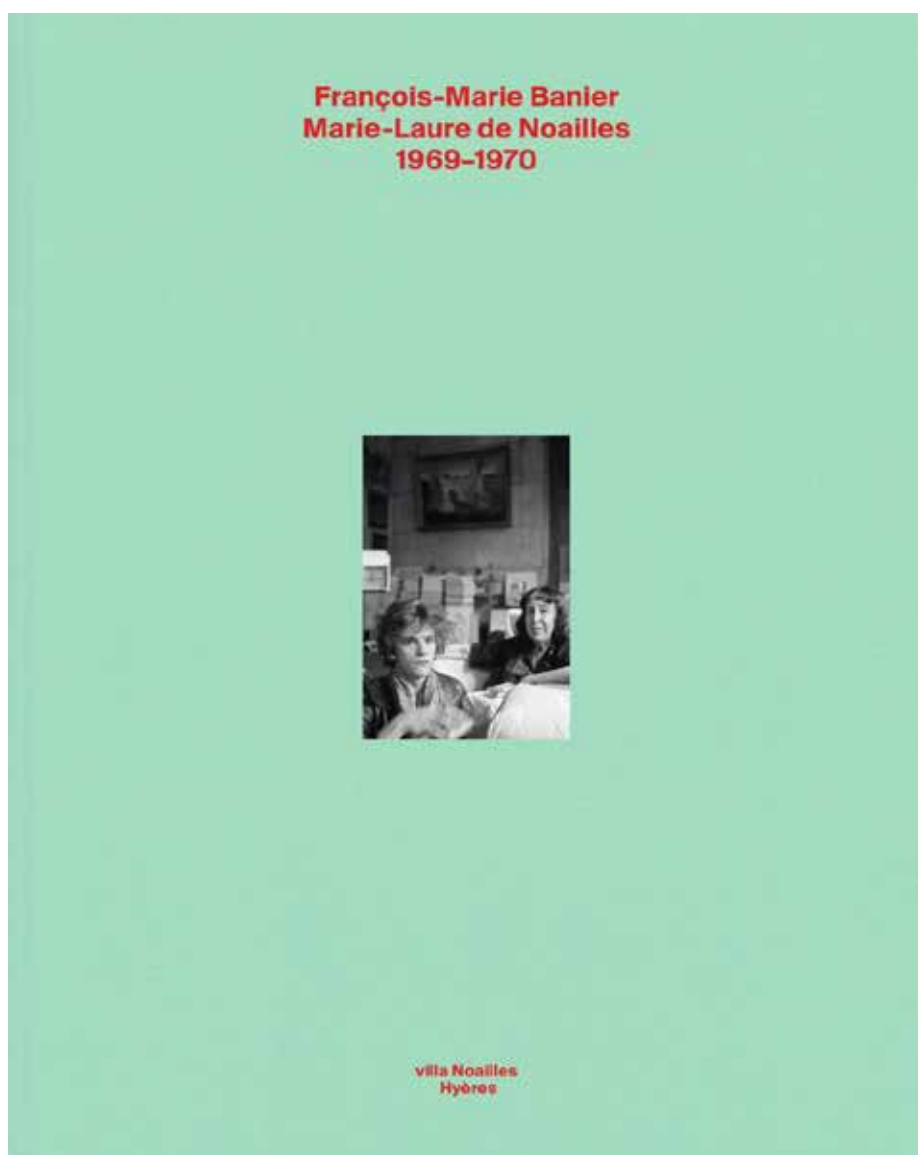
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In the villa Noailles' shop
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Sara Favriau

In partnership with la Fondation Carmignac

Cairn ou le cercle vertueux

Cairn ou le Cercle vertueux is an installation of sculpted Aleppo pine logs. Here, these trees have been taken from the forest of Font-Blanche and brought within a park and an architecture, that of the dovecote at the villa Noailles. These trees compose and traverse the space of the dovecote and its scenography. The work Cairn ou le Cercle vertueux evokes two forms of architectures : one is primary, nature, and the other is symbolic, a temple. By acting upon the morphology of a tree, by sculpting it, nature has been transposed into a monument : the trunk becomes the bole of a column or a pillar. Through this sculpture the tree becomes a hybrid, taking on a chimeric appearance. The work thus evokes and questions our relationship with fascination, and through this our relationship with nature. A fascination which is torn, caused by the pain brought about by the artist's intervention upon the living material, confronted with the grace of three trees which have invited themselves within an institution.

The logs are not the product of

being felled. Instead, they will be trees that have perished, through a "natural" death, and selected from the forest of Font-Blanche in collaboration with biological researchers from INRAE Avignon. Their decline is the unfortunate story of climate change and forest drogues. Aleppo pine is a species that is native to the Mediterranean region. These trees are markers for the stakes at play in the INRAE's research. Indeed, the URFM is working upon the response of these trees to abiotic constraints. This research allows them to understand the factors of resistance and resilience behind these forests, in order to anticipate and develop the future. The installation, beyond its environmental and poetic status is a dual reflection upon a stance, investment, and experience, starting with the idea of a nature with which one cohabits, to reconstruct a biocenosis, in order to understand, discern, and test its limits... Finally, quite simply, to render the forest visible.

Sara Favriau

En partenariat avec la Fondation Carmignac



© Luc Bertrand - villa Noailles

Sara Favriau, Installation villa Noailles 2020

LOVE MY WAY #2

Scénography by Rodolphe Parente

plus de 60 artistes QUEER, liste non exhaustive

Visual arts

Anne-Marie Amaudric
Nicolas Aristidou
Erwan Badir
Manon Bara
Louis Barthélémy
Christian Bérard
Théo Bignon
Guillaume Blot
Antoine Carbonne, *commande spéciale*
Pierre-Ange Carlotti
Spencer Chalk-Levy
Laurent Champoussin
Raphaël Chatelain
Eric Croes, *commande spéciale*
Darius Dolatyari-Dolatdoust
Renaud Duc
Pierre Dumaire, *commande spéciale*
Louis Fratino
Gustavo García-Villa
Arthur Gillet
Florent Groc, *commande spéciale*
Pierre Guérot
Callum Leo Hughes
Alexander S. Kaine
Brian Kenny
Xénia Laffely, *commande spéciale*
Hervé Lassince
Serge Le Hidalgo
Alexis Liger, *commande spéciale*
Iván Lozano
Rayan Mazuel
Jacques Merle /
Des Jacqueries, *commande spéciale*
Olivier Millagou
Slava Mogutin
Zoë Paul
Morgan Ponsonnet
Étienne Pottier, *commande spéciale*
Tom de Pékin
Gio Black Peter
Michael-Birch Pierce, *commande spéciale*
Colin J. Radcliffe
Valentin Ranger, *commande spéciale*

Guelmo Rosa
Paul Rousteau
Sal Salandra
Marc-Antoine Serra
Dustin Singer
Alec Stevens, *commande spéciale*
Georges Tony Stoll
Krzysztof Strzelecki
Superpoly (Antoine Grulier et
Thomas Defour)
Dustin Thierry
Thodoris Thou
Marc Turlan, *commande spéciale*
Elie Villette

Music

Kiddy Smile

Fashion

JW Anderson
HKN
The Love Shell
Carne Bollente
Des Jacqueries
Ludovic de Saint Sernin
Gaston du Titan
Effenberger

Texts and editions

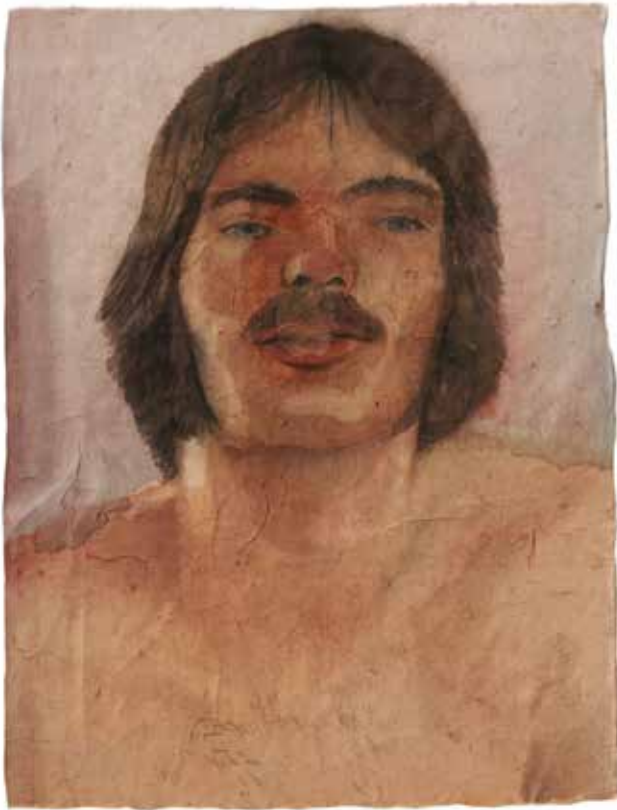
Simon Johannin, *commande spéciale*
Bless this mess
Crotch
Kink
Meat
Samba
Boys ! Boys ! Boys !
Selection of fanzines by Vincent
Passerat

“

The two boys
He pressed the syringe
in my mouth
The liquid tasted of
deception
Beneath the bitterness,
Remained only the two
boys
And the golden filament
Around the body
To hide their desire
And to leave the skin
Against skin

Simon Johannin

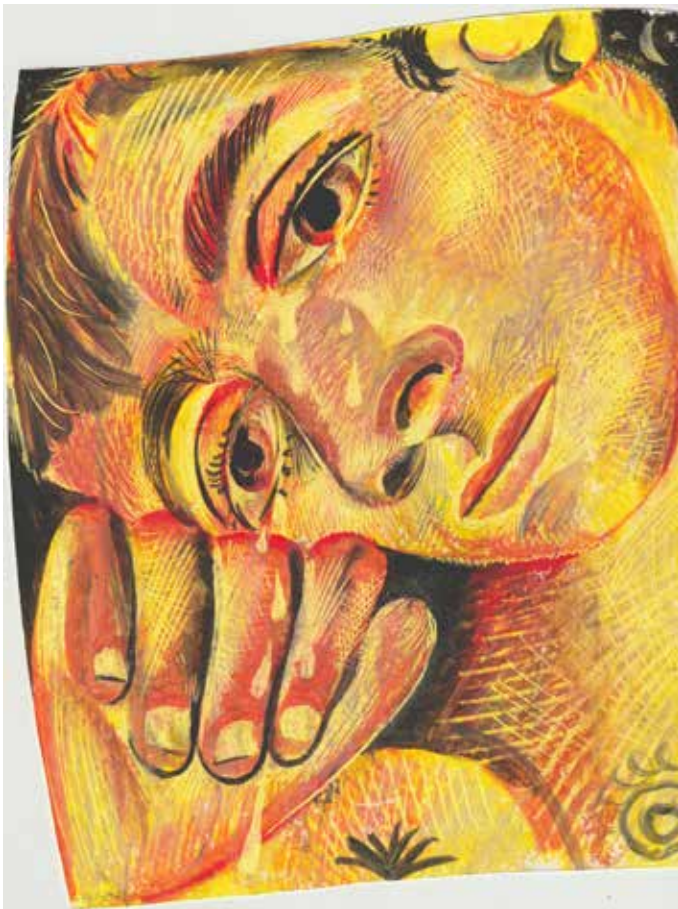
”



Pierre Dumaire, *Bob Mizer 1*
water colour on thai paper 25x34 cm, 2020



Paul Rousteau
L'Utopie Hédoniste,
tirage jet d'encre pigmentaire sur papier coton brillant,
30x40 cm, 2019



Louis Fratino, *Crying self portrait*
oil and pastel on paper, 20x15,5 cm, 2018



Jacques Merle / *Des Jacqueries*, *pose sur l'herbe*
cotton and wool embroidered drawing, 109x158 cm, 2020

Boycott, Temple, Madame Figaro et Novembre

La mode à Hyères pour les 35 ans du festival



Temple with le Ballet national de Marseille, La Horde

SERIES PHOTOGRAPHED IN THE VILLA
NOAILLES IN HYERES IN JANUARY 2020.

VILLA NOAILLES, TEMPLE MAGAZINE, BALLET
NATIONAL DE MARSEILLE

Production

TEMPLE MAGAZINE
Artistic direction

ALICE GAVIN

Creative direction, associated artist to the
Ballet National de Marseille

CG WATKINS
Photographer

THOMAS SANTOS
Stylism

RUBY GLOSSY
Coiffure et maquillage

with (LA)HORDE
MARINE BRUTTI, ARTHUR HAREL,
JOHNATHAN DEBROUWER

and the dancers of the
BALLET NATIONAL DE MARSEILLE
SARAH ABICHT, DANIEL ALWELL, MATHIEU
ARIBOT, MALGORZATA CZAJOWSKA, CLARA
DAVIDSON, MYRTO GEORGIADI, VITO GIOTTA,

NATHAN GOMBERT, NONOKA KATO, KELLY
KEESING, YOSHIKO KINOSHITA,
ANGEL MARTINEZ
HERNANDEZ, FILLPPO NANNUCCI,
TOMERPISTINER, AYA SATO,
DOVYDAS STRIMAITIS, ELENA VALLS
GARCIA, NAHIMANA VANDENBUSSCHE

COSTUMES DU BALLET NATIONAL
DE MARSEILLE
ET AND ADIDAS, AVIATIC, AWS, BOTTER,
CAMUT, CAUSSE, GIULLIO COLTELLACI,
DAMOWANG, ERTÉ, JACQUES ESTEREL,
FREED, JULIA HEUER, GOOSSENS,
LEVI STRAUSS, MAISON MICHEL,
NIKE, HANS OP DE BEECK,
VANESSA SCHINDLER,
FRANCA SQUARCIAPINO,
MATHILDE VALLANTIN
DULAC, VERSACE, ERMENEGILDO ZEGNA
& HERVÉ LÉGER
Clothes and accessories



Novembre magazine

SERIES PHOTOGRAPHED IN
THE GRAND RIBAUD ISLAND IN
HYERES IN JANUARY 2020.

VILLA NOAILLES
Production

VILLA NOAILLES
ET NOVEMBREMAGAZINE
Artistic direction

MARIE DETENEUILLE
Photographer

DOUNIA LOUDJERTLY
Hair & Make up

BERTRAND JEANNOT
Assistant

CLÉMENT COURGEON, ADRIEN
MARTINS, BENJAMIN SIMEONI,
SNAKE NINJA
Models

GASTON DU TITAN, DES
JACQUERIES, VICTOR LEVAL,
OVALUM, LUDOVIC DE SAINT
SERVIN, THE LOVE SHELL
Minimums and jewelry

Boycott, Temple, Madame Figaro et Novembre

La mode à Hyères pour les 35 ans du festival



Madame Figaro

SERIES PHOTOGRAPHED IN THE
VILLA NOAILLES IN HYÈRES IN JANUARY 2020.

VILLA NOAILLES
MADAME FIGARO
Production

JULIEN VALLON
Photographer

SYLVIE CLEMENTE
Direction

VERA DIERCKX
Hair & Make up

CYLIA BOUSQUET
Assistant to the director

STESSY EMILIE @SPORT MODELS
Model



Boycott magazine

SERIES PHOTOGRAPHED IN THE VILLA NOAILLES
IN HYÈRES IN NOVEMBER 2019.

VILLA NOAILLES
Production

NATANIEL N.M.ROBERT
Artistic direction

EDGAR BERG
Photographer

SIMON PLYSER
Stylism

RIMI URA, WALTER SCHUPFER
Hair

CYRIL LAINE, AGENCE SAINT GERMAIN
Make up

TIM TIMOTHEUS THEISEN
Assistant to the photographer

EMMA POIBLANC @VIVA PARIS
JULIAN FELIX @KNOWN MODEL MGMT
KARLIJN KUSTERS @ELITE PARIS
LENNY DIAW @PREMIUM MODELS
YOUSSEF AOUAJ @16MEN
Models

HAIDER ACKERMANN, ACNE STUDIOS, AMBUSH,
AMI, BALENCIAGA, BERLUTI, CELINE BY HEDI
SLIMANE, CHLOÉ, COLLECTION HOMME, COMME
DES GARÇONS HOMME PLUS, DIOR, EDITIONS
MR, GIVENCHY, GUCCI, SIES MARJAN, NINA
RICCI, PRADA, SAINT LAURENT BY ANTHONY
VACCARELLO, DRIES VAN NOTEN, Y/PROJECT
Clothes and accessories

Photographic and artistic
commission for the festival
posters:

Serge Le Hidalgo,
François Rousseau,
Sarah-Mei Herman,
Pierre Debusschere,
Nicolas Aristidou,
Hubert Crabières,
Guillaume Blot,
Xavier Fenouil,
Cécile Bortoletti,
Laurent Humbert,
Pierre-Ange Carlotti,
Louise Desnos,
Marc Turlan



Photographie : Marc Turlan
Modèle : Ritchy Cobral de la Vega
Slip : Des Jacqueries
Colliers et bracelets :
Lorette Colé Duprat
Boucles d'oreille : Goossens



Photographie : Sarah-Mei Herman
Modèle : Leslie Barbara Butch
Robe et broche : Ester Manas
Bracelet en céramique :
Ludovic de Saint Sernin
Bracelets médailles : May Vintage



Photographies :
Sergio Quiñones Hidalgo
Modèle : Nathan Gombert
Bijoux : Goossens
Top : Ludovic de Saint Sernin



Photographie : Louise Desnos
Modèle : Yseult
Robe : Loewe.
Bague : Goossens



Photographie : Cécile Bortoletti
Modèle : Elliot Verra
Robe : Nina Ricci



Photographie : Laurent Humbert
Modèle : Kiddy Smile
Vêtements : Loewe



Photographie :
Pierre-Ange Carlotti
Modèle : Sébastien Jondeau
Collier : Goossens



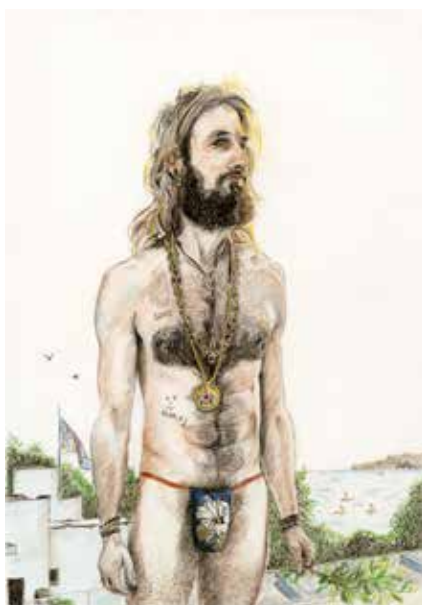
Photographie : Hubert Crabières
Modèle : Emmanuel Loiseau
Short : Barrie
Coiffe : Botter



Photographie : Guillaume Blot
 Modèle : Snake Ninja
 Slip : Ludovic de Saint Sernin



Photographie : François Rousseau
 Modèle : Rome Damey
 Slip : American Vintage



Dessin : Xavier Fenouil
 Modèle : Andrea le Pirate
 Minimum : Gaston du Titan
 Colliers et boucles d'oreille :
 Goossens



Photographie : Pierre Debusschere
 Modèle : Dustin Muchovitz
 Robe : Paco Rabanne
 Bague : Goossens



Photographie : Nicolas Aristidou
 Modèle : Avi Solomon
 Colliers : Lorette Colé Duprat
 Short : Blow up

Pierre Yovanovitch

villa Noailles' boutique



Pierre Yovanovitch
© Luc Bertrand - villa Noailles

Karim Zeriahen

**Chère
Marie-Laure**
documentary film
by Karim Zeriahen



© Man Ray

INFORMATIONS

PLEASE NOTE THE FOLLOWING IMPORTANT INFORMATION:

Pour tous les lieux et toute la programmation du festival.

In order to conform with the current health measures, all possible actions have been taken to ensure the festival occurs in the best of conditions:

- the number of visitors has been reduced by 50%
- reservation is mandatory for all of the events (inauguration, catwalk shows and live broadcasts, awards ceremonies, performances...)
- masks are mandatory (hand sanitiser and masks will be available)
- social distancing (Floor indications, one seat empty - either side)
- check in at the entrance (conform with the measures, tickets)

Thank you for your understanding.

Live broadcasts and recordings in Hyères and online (website, Instagram, Facebook) will be available so that everyone can discover the artists taking part in this 35th edition.

Opening of the reservations for each event on October 5: informations and links on villanoailles-hyeres.com

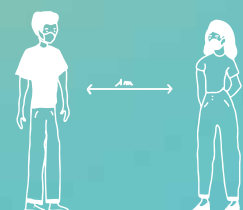
The exhibition will be open with no reservation required, whilst respecting a restricted capacity, Friday October 16 and Saturday October 17 from 10.00 am to 8.00 pm, Sunday October 18 from 10.00 am to 2.00 pm and from 4.30 pm to 6.00 pm.

Information is available on: villanoailles-hyeres.com
Follow us on Instagram and Facebook @villanoailles

Let us fight together against Covid-19
#tousmobilisés

Festival's guests (juries, artists, finalists) and the whole team work in the frame of sanitary measures validated by an independant control office.

- Rewind of the sanitary measures to all, posters with sanitary measures in every location
- Masks are mandatory
- Hand washing, social distancing
- Distribution of kits including masks, gloves and hand sanitiser)
- Social distancing in work and food spaces
- Individual rooms for team and guests
- Every companies that participate in the festival accord to respect teh sanitary measures (hotels, restaurants, suppliers, drivers...)



PROGRAMME

Thursday October 15

5.00 pm

Official opening of the festival
- screening of the teaser of the documentary film by Karim Zeriahen *Chère Marie-Laure, 2020*
- concert (surprise)
- speeches
- opening of the exhibitions, limited number of visitors
- performance, dance (surprise)
villa Noailles

live broadcast in the villa Noailles

main yard
reservation is mandatory on Yes Go Live, limited number of seats, 200 persons

live broadcast on the website villanoailles-hyeres.com
live broadcast on Instagram and Facebook @villanoailles

→ 18h00-21h30

Opening Temple du futur
Showroom 13 desserts, 21 place République, Hyères

7.00 pm – 9.00 pm

Opening of the exhibitions to the visitors
admission without prior reservation
limited number of visitors in the rooms

7.30 pm

Screening of *Pierre Cardin* directed by P. David Ebersole and Todd Hughes, 2019
preceded by the teaser of the documentary film by Karim Zeriahen *Chère Marie-Laure, 2020*
main yard, villa Noailles
reservation is mandatory on Yes Go Live, limited number of seats, 200 persons

9.00 pm

Closing of the exhibitions
Free shuttle service, non stop from 4.30 pm to 9.00 pm between the downtown (place Clemenceau / cours Strasbourg), the villa Noailles and the Castle parking lot.
Free shuttle service from the hotels to the villa Noailles. Full programme on villanoailles-hyeres.com
Practical information page.

Friday October 16

10.00 am – 8.00 pm

Opening of the exhibitions
(except the exhibition of the photography competition)
limited number of visitors in the rooms
villa Noailles

11.00 am

Performance
by Adrien Martins, *Echoes' Fantasy*
part. 1
limited number of seats, 20 persons
villa Noailles

1.00 pm – 8.00 pm

Opening of the exhibition of the finalists of the Fashion accessories competing for the Grand Prix and for the Hermès Fashion accessories Prize
limited number of visitors in the rooms
villa Noailles

2.00 pm – 8.00 pm

Silkprinting workshop by American Vintage
admission without prior reservation, 10 persons at the same time
patio, petite villa, villa Noailles

2.30 pm

Creative workshops
reservation is mandatory to mediation@villanoailles-hyeres.com, limited number of seats, 15 persons each workshop
by Morgan Ponsoonnet,
Fleur de papier : dahlias
and by Jacques Merle,
Dessine-moi et habille-moi
main yard, villa Noailles

5.00

Performance
by Grégoire Schaller, *Strange Fruit*
limited number of seats, 20 persons
pigeonnier, garden, villa Noailles

6.00 pm

Masterclass
by Jonathan Anderson, president of the Fashion jury and guest of honor
tent, pine tree garden, villa Noailles
reservation is mandatory on Yes Go Live, limited number of seats, 100 persons

live broadcast on the villa Noailles

main yard
reservation is mandatory on Yes Go Live, limited number of seats, 100 persons

live broadcast on the website villanoailles-hyeres.com
live broadcast on Instagram and Facebook @villanoailles

Free shuttle service, non stop from 10.00 am to 8.00 pm between the downtown (place Clemenceau / cours Strasbourg), the villa Noailles and the Castle parking lot.

Free shuttle service from the hotels to the villa Noailles. Full programme on villanoailles-hyeres.com
Practical information page.

8.00 pm

Fashion shows
creening of the presentation film of the Fashion accessories finalists competing for the Grand Prix of the jury, produced by Première Heure, directed by Bloom Studio
- catwalk shows of the 10 fashion designers competing for the Grand Prix of the jury Première Vision and for the CHANEL Métiers d'art 19M Prize
- catwalk show of the 10 fashion designers competing the Chloé Prize
- catwalk show of Christoph Rumpf, winner of the Grand Prix of the jury Première Vision 2019, with the support of the CHANEL Métiers d'art
hangar de la Mouture, salin des Pesquiers, Hyères
reservation is mandatory on Yes Go Live, limited number of seats, 400 persons

live broadcast in **place Clemenceau**
reservation is mandatory on Yes Go Live, limited number of seats, 300 persons

live broadcast on the website villanoailles-hyeres.com
live broadcast on Instagram and Facebook @villanoailles

Free shuttle service at 7.00 pm and at 7.30 pm from place Clemenceau to salin des Pesquiers.
Access by car : please, park at Arronanches parking lot and use the free shuttle buses, non-stop from 7.00 pm to 7.45 pm from Arronanches to salin des Pesquiers.

- Free shuttle service at 10.00 pm and at 10.30 pm from Pesquiers to place Clemenceau.
Free shuttle service, non-stop from 10.00 pm to 10.45 pm from salin des Pesquiers to Arronanches parking lot.

Saturday October 17

10.00 am – 8.00 pm

Opening of the exhibitions
limited number of visitors in the rooms
villa Noailles

10.00 am – 6.00 pm

Opening of The Formers showroom
limited number of visitors in the showrooms

10.00 am – 8.00 pm

Silkprinting workshop by American Vintage
admission without prior reservation, 10 persons at the same time
patio, petite villa, villa Noailles

1.00 pm – 4.00 pm

Opening of the fashion finalists showroom, The Shortlisted presented by Mercedes-Benz (fashion competition finalists)
limited number of visitors in the showrooms
villa Noailles

11.00 am

Performance
by Grégoire Schaller, *Strange Fruit*
limited number of seats, 20 persons

Roches Curel garden, Parc Saint-Bernard

11.30 am

Sport – boxing/cardio
reservation is mandatory to mediation@villanoailles-hyeres.com, limited number of seats, 15 persons
by Sébastien Jondeau
villa Noailles

2.30 pm

Creative workshops
reservation is mandatory to mediation@villanoailles-hyeres.com, limited number of seats, 15 persons each workshop
by Morgan Ponsoonnet,
Fleur de papier : dahlias
and by Jacques Merle,
Dessine-moi et habille-moi
main yard, villa Noailles

3.00 pm – 5.00 pm

Book signing
by François-Marie Banier, Sophie Fontanel, Simon Johannin, Pierra Yovanovitch
main yard, villa Noailles

4.30 pm

Performance
by Adrien Martins, *Echoes' Fantasy*
part. 2
limited number of seats, 20 persons
villa Noailles

5.00 pm

Masterclass
by Hubert Barrère, president of the Fashion accessories jury and guest of honor
tent, pine tree garden, villa Noailles
reservation is mandatory on Yes Go Live, limited number of seats, 100 persons

live broadcast on the villa Noailles

main yard
reservation is mandatory on Yes Go Live, limited number of seats, 100 persons

live broadcast on the website villanoailles-hyeres.com
live broadcast on Instagram and Facebook @villanoailles

6.00 pm

Walking tour from the villa Noailles to the downtown exhibitions place Saint-Paul, Lavoisier, Tour des Templiers, L'Annexe

Opening of the exhibition by Hubert Crabières, winner of the American Vintage photography Prize 2019

Tour des Templiers
(speech at Lavoisier, limited number of seats)

Free shuttle service, non stop from 10.00 am to 8.00 pm between the downtown (place Clemenceau / cours Strasbourg), the villa Noailles and the Castle parking lot.

Free shuttle service from the hotels to the villa Noailles. Full programme on villanoailles-hyeres.com
Practical information page.

8.00 pm

Fashion shows
-creening of the presentation film of the Fashion accessories finalists competing for the Grand Prix of the jury, produced by Première Heure, directed by Bloom Studio
- catwalk shows of the 10 fashion designers competing for the Grand Prix of the jury Première Vision and for the CHANEL Métiers d'art 19M Prize
- catwalk show of the 10 fashion designers competing the Chloé Prize
- catwalk show of Christoph Rumpf, winner of the Grand Prix of the jury Première Vision 2019, with the support of the CHANEL Métiers d'art
hangar de la Mouture, salin des Pesquiers, Hyères
reservation is mandatory on Yes Go Live, limited number of seats, 400 persons

live broadcast in **place Clemenceau**
reservation is mandatory on Yes Go Live, limited number of seats, 300 persons

live broadcast on the website villanoailles-hyeres.com
live broadcast on Instagram and Facebook @villanoailles

Free shuttle service at 7.00 pm and at 7.30 pm from place Clemenceau to salin des Pesquiers.
Access by car : please, park at Arronanches parking

lot and use the free shuttle buses, non-stop from 7.00 pm to 7.45 pm from Arronanches to salin des Pesquiers.

- Free shuttle service at 10.00 pm and at 10.30 pm from Pesquiers to place Clemenceau.
Free shuttle service, non-stop from 10.00 pm to 10.45 pm from salin des Pesquiers to Arronanches parking lot.

Sunday October 18

10.00 am – 2.00 pm

Opening of the exhibitions
limited number of visitors in the rooms
villa Noailles

10.00 am – 2.00 pm

Opening of the The Formers showrooms and of the fashion finalists showroom, The Shortlisted presented by Mercedes-Benz (fashion competition finalists)
limited number of visitors in the showrooms
garden, villa Noailles

10.00 am – 1.00 pm

Silkprinting workshop by American Vintage
admission without prior reservation, 10 persons at the same time
patio, petite villa, villa Noailles

11.30 am

Sport – boxing/cardio
reservation is mandatory to mediation@villanoailles-hyeres.com, limited number of seats, 15 persons
by Sébastien Jondeau
villa Noailles

2.00 pm

Award ceremony of the 35th International festival of fashion, photography and fashion accessories – Hyères followed by a concert in tribute to Christophe

live broadcast in the villa Noailles

main yard
reservation is mandatory on Yes Go Live, limited number of seats, 100 persons

live broadcast on the website villanoailles-hyeres.com
live broadcast on Instagram and Facebook @villanoailles

Free shuttle service, non stop from 10.00 am to 6.00 pm between the downtown (place Clemenceau / cours Strasbourg), the villa Noailles and the Castle parking lot.

Free shuttle service from the hotels to the villa Noailles. Full programme on villanoailles-hyeres.com
Practical information page.

Monday October 19

10.00 am – 6.00 pm

Opening of the exhibitions
villa Noailles

Tuesday October 20

Closing

Wednesday October 21

Regular opening hours

From Wednesday to Sunday, open from 1.00 pm to 8.00 pm.
Thursday late night opening from 2.00 pm to 8.00 pm.
Closing on Monday, Tuesday and bank holidays.
Free admission

Temple du futur
du 19 au 20 octobre, de 10h30 à 19h00
vernissage jeudi 15 octobre de 18h00 à 21h30
Showroom 13 desserts, 21 place République, Hyères

Organisée par Temple Magazine, l'exposition Temple du futur sera présentée au Showroom 13 Desserts (21 place de la République, Hyères) pendant le 35^e Festival International de mode, de photographie et d'accessoires de mode à Hyères.

Seront exposés une sélection de vêtements et d'accessoires de designers de mode suisses. Cette exposition questionne les nouveaux moyens de présenter et exposer des vêtements.

Carmignac Photojournalism Award

Following the postponement of its exhibition La Mer Imaginaire to Spring 2021, Fondation Carmignac is pleased to present *Carmignac Photojournalism Award: 10 Years of Reportage*, from July 4 to November 1, 2020, at Villa Carmignac on the Island of Porquerolles, France.

The exceptional display of more than 100 photographs showcases ten years of photo reports, spotlighting human rights violations and environmental issues, in different regions of the world.

This retrospective is also a tribute to the courage and independence of the photojournalists who, through their own unique perspectives, have witnessed and shared the irreversible upheavals that the planet is going through.

On the ground floor of the foundation's spaces, the first eight projects are presented as a thematic journey through the regions explored by the Award. From the normalization of "conflict zones" in both Lashkars (Pashtunistan) by Massimo Berruti and Gaza: The Book of Destruction by Kai Wiedenhöfer, to accounts of modern slavery in The Trap: Trafficking of Women in Nepal by Lizzie Sadin, and Libya: a Human Marketplace by Narciso Contreras; with reports from forgotten regions of the French colonial empire in Guyana: Colony by Christophe Gin, and from Newsha Tavakolian's Iran (Blank Pages of an Iranian Photo Album); and with projects uncovering fundamental attacks on freedom of expression, including Spasibo by Davide Monteleone (Chechnya) and Zimbabwe: Your wounds will be named silence by Robin Hammond, the exhibition invites visitors to consider the humanitarian crises and environmental disruptions that affect many countries today. In the upstairs exhibition spaces, two reports dedicated to climate change and its human consequences will be on display: the "new Far West", Arctic: New Frontier by Yuri Kozyrev and Kadir van Lohuizen (2018), and Amazônia by Tommaso Protti (2019)*.

Open from July 4 to November 1
From Tuesday to Sunday from
10am to 6pm
Reservation on ligne
billetterie.villa-carmignac.com

Se rendre à la fondation Carmignac

PORT DE LA TOUR FONDUE

Compagnie TLV :

7.30am, 9.00am, 10.30am, 12.00,
2.30pm, 5.45pm

réservation :

www.tlv-tvm.com/reservations/

Taxi boat : Taxi Pelican

reservation :

www.bateaux-taxi.com/contact-réservation

PORT DE LA LONDE

reservation :

www.resabateliersdelacotedazur.com/reservation.php

Villa Carmignac

Porquerolles Island

83400 Hyères, France

* Amazônia was exhibited at Maison Européenne de la Photographie in Paris last December.



Kadir van Lohuizen, Kangerlussuaq, Greenland, July 2018.
©Kadir van Lohuizen / NOOR for Fondation Carmignac.



Lizzie Sadin, Rita, 17 years old, Chabahil, northern district of Kathmandu, April 2017 ©Lizzie Sadin for Fondation Carmignac.



Narciso Contreras, Garabuli, March 2016 © Narciso Contreras for Fondation Carmignac.

FESTIVAL'S PARTNERS

CHANEL AND THE 35TH INTERNATIONAL FESTIVAL OF FASHION, PHOTOGRAPHY AND FASHION ACCESSORIES IN HYÈRES

As Grand Partner of the International Festival of Fashion, Photography and Fashion Accessories in Hyères since 2014, the House of CHANEL continues its beautiful story with the festival this year by inviting Le 19M - CHANEL's new site in Paris that will regroup eleven Métiers d'art in 2021 - to join it. The partnership between CHANEL, Le 19M and the festival reflects CHANEL's ongoing commitment to the preservation and development of Fashion's historical savoir-faire, serving creation.

The Métiers d'art Prize, created by CHANEL in 2019 and renamed as the CHANEL Métiers d'art 19M Prize, will reward the best collaboration between the 10 competing fashion designers and ten of the Houses belonging to CHANEL's Métiers d'art: Desrues, les Ateliers de Verneuil-en-Halatte, Lemarié, Maison Michel, Lesage, Goossens, Atelier Montex, Causse, Paloma and Lognon. These creations will be presented during three runway shows taking place on October 16th and 17th.

Official partner of the make-up booth for the festival runway shows, CHANEL is also renewing its support of the winners of the Première Vision Grand Jury Prize and the Grand Jury Prize for Fashion Accessories. Each winner will receive a grant of 20,000 euros to make a new creative project with CHANEL's Métiers d'art, which will be revealed next year during the 36th edition of the festival.

This year, visitors will discover creations by the three winners of the previous event, Róisín Pierce (winner of the 2019 Métiers d'art Prize), Christoph Rumpf (winner of the 2019 Première Vision Grand Jury Prize) and Noelia Morales (winner of the 2019 Swarovski Grand Jury Prize for Fashion Accessories), that were made in collaboration with the Métiers d'art of their choice thanks to the grant they received last year. The exhibition will be shown in the gymnasium at the Villa Noailles.

Another event at the festival, an exhibition entitled *Illusion, la mètis et l'artifice*, will be devoted to the personal work of Hubert Barrère, Artistic Director of Lesage and President of the Accessories Jury at this 35th edition.

CHANEL is also associated with the Grand Jury Prize for Photography, offering a grant of 20,000 euros to the winner. Finally, the House is the main benefactor of the permanent exhibition *Charles et Marie-Laure de Noailles, une vie de mécènes*, at the Villa Noailles. Through this partnership with the International Festival of Fashion, Photography and Fashion Accessories in Hyères, CHANEL reaffirms its devotion to both creativity and the avant-garde.

www.chanel.com

Le 19 M

In 2021, eleven Maisons d'art will move into a unique, open and vibrant space, at the heart of a new site, created by CHANEL and dedicated to the Fashion Métiers d'art, baptised Le 19M. The 19 for the arrondissement that welcomes it at Porte d'Aubervilliers in Paris, and one of CHANEL's emblematic numbers. The M for the words *Mains* (Hands), *Mode* (Fashion), *Métiers* (Craftsmanship), *Maisons* (Houses) and *Manufactures* (Factories).

Installed on 9,000 m² of terrain, the 25,500 m² building complex will reach over five floors and two basements. This ensemble, imagined by Rudy Ricciotti, will bring together eleven of CHANEL's Métiers d'art in the same space whose *"extreme technological nature"* according to the architect, echoes *"the technical and expert complexity of fashion's handcraftsmanship"*. Le 19M will bring the six hundred people who work for the embroiderers Lesage – plus Lesage Intérieurs and its *École de broderie d'art* (art embroidery school) –, and Montex – with its decoration department MTX –, the shoemaker Massaro, the feather and flower maker Lemarié, the hatter and milliner Maison Michel, the pleater Lognon, the flou specialist Paloma and the goldsmith Goossens, into closer contact with the CHANEL Creation studio as well as the other fashion houses who call upon their services. Added to this prestigious list is Eres, the lingerie and swimwear reference brand, known for its savoir-faire and creativity.

With its open and multidisciplinary ecosystem, the structure and the architecture have been designed with a highly environmental approach. "Le 19M is an ambitious project, as much for its urban and architectural qualities as for its functionality and its objectives in terms of innovation and sustainable development. *Our goal is to maintain and develop the exceptional heritage of the Métiers d'art, at the crossroads of Paris's cultural influence and the societal issues of fashion,*" explains Bruno Pavlovsky, President of CHANEL Fashion and President of CHANEL SAS.

Le 19M will also be a lively place, open to others and onto the world. It will house a 1200m² space dedicated to the coming together of different people, set to be animated by workshops, exhibitions and conferences all while weaving a link with its environment.

With Le 19M, CHANEL continues its work of preserving and developing the savoir-faire of the Métiers d'art that first began in 1985, through the acquisition of some forty fashion houses and factories representing more than 5,000 employees, all serving the creativity of CHANEL and other major names in fashion.

"Our responsibility is to put people at the heart of Le 19M project," concludes Bruno Pavlovsky.

#Le19M

LVMH

By partnering with the International Festival of Fashion, Photography and Fashion Accessories in Hyères for the 21st consecutive year, the LVMH group underlines its strong and long-lasting commitment to artistic creation and the emergence of new talents.

Jonathan Anderson is the guest of honor at the Festival's 35th edition. Creative director of Loewe, one of the Group's most iconic Maisons, and creator of his eponymous brand JW Anderson, he heads the fashion jury. LVMH embodies excellence, creativity and entrepreneurial spirit.

The Group's fundamental values are the driving forces behind the development of its activities in sectors as diverse as Fashion & Leather Goods, Perfumes & Cosmetics, Wines & Spirits,

Watches & Jewelry or Selective Retailing.

The Group's Maisons operate in sectors with a rich diversity of creative disciplines. They aim to attract the best creative talents, to provide them with the means to develop their potential, to enrich them through exposure to varied cultures of our Maisons, and to allow them to create without restrictions.

LVMH's mission is to support artistic heritage and contemporary creation every day, whether in fashion, visual arts, or photography, and, on a larger scale, to provide access to culture to the greatest number of people.

www.lvmh.fr

PREMIÈRE VISION PARIS

Première Vision Paris is a unique event bringing together more than 55,000 international fashion professionals around 6 sectors: yarns and fibres, fabrics, accessories, textile designs, leather and fashion manufacturing.

Première Vision Paris initiates professional links and strengthens creative synergies between brands, fashion designers and a selection of the most innovative international companies in the industry. A business meeting, the event is also an exceptional source of inspiration. The various areas dedicated to prospective fashion information developed by the Première Vision fashion team offer a global vision of the season's trends and orientations and unveil the season's key products.

One of the objectives of Première Vision is to support creation and enhance know-how through strong and committed actions.

Since 2010, every year the PV Awards have rewarded the most outstanding fabrics and leathers among the proposals of the most creative international manufacturers.

With the creation in 2011 of the Maison d'Exceptions area, Première Vision promotes the meeting of rare and singular know-how with luxury and high-end fashion houses.

More recently, Première Vision has launched original initiatives to help professionals adapt to the new challenges of the sector through the Smart Creation platform dedicated to technical, technological and creative innovations, whether eco-responsible or coming from the fashion tech sector.

www.premierevision.com

CHLOE

Founded in 1952 by Gaby Aghion, Chloé has always sought out and supported young talents, offering them a nurturing environment in which to express their creativity.

Prestigious alumni played an important role in defining the Chloé attitude, including Karl Lagerfeld, Martine Sitbon, Stella McCartney, Phoebe Philo, Hannah MacGibbon, Clare

Waight Keller and today Natacha Ramsay-Levi who perpetuated the avant-garde, feminine and free spirit of the Maison.

Chloé is proud to support the International Festival of Fashion and Photography in Hyères.

www.chloe.com

HERMÈS

Since 1837, Hermès has remained faithful to its artisan model and its humanist values. The freedom to create, the constant search for beautiful materials, the transmission of savoir-faire of excellence, and the aesthetic of functionality all forge the singularity of Hermès, a house of objects. An independent, family-owned company, Hermès is dedicated to keeping the essential element of production in France through its 43 workshops and to developing its network of 311 stores in 45 countries as of 30th June 2020. The group employs more

than 15,600 people worldwide, including more than 9,700 in France, among whom nearly 5,250 are craftsmen*.

Axel Dumas, a sixth-generation family member, has been Hermès CEO since 2013.

Founded in 2008, the Fondation d'entreprise Hermès supports projects in the areas of artistic creation, training and the transmission of savoir-faire, biodiversity, and the preservation of the environment.

www.hermes.com

MERCEDES-BENZ

Design is one of a brand's most important success factors and plays a central role in both the fashion and automotive world. It is a combination of creative, unusual ideas, personal character and distinctive style. The mutual ambition for perfection, exceptional design and profound passion for innovation – this is what unites Mercedes-Benz with the world of fashion and thus with the International Festival of Fashion, Photography and Fashion Accessories, Hyères.

Over the last 25 years, Mercedes-Benz has established itself worldwide as a major player in the fashion industry, building authentic relationships within the fashion community through its commitment to emerging designer initiatives, fashion week partnerships, and live events. The brand is currently active in 40 countries, including the Mercedes-Benz Fashion Weeks in Russia, Mexico City, Kuala Lumpur, Istanbul and Tbilisi amongst others. As part of its global fashion engagement, Mercedes-Benz continues to support and encourage the current and next generation of creatives through the Mercedes-Benz Fashion Talents programme. The programme offers designers a unique opportunity to present their work to international audience and gain presence within the fashion world. Launched in 2009, Mercedes-Benz Fashion Talents has supported more than 150 designers across nearly 30 platforms, including shows in Milan, London, New York, Paris, Beijing and Berlin.

Committed to the sustainable future of luxury design, Mercedes-Benz proactively works to future-proof the responsible growth of its fashion

partnerships; highlighting best practices and aligning itself with creatives that reflect and champion values such as aspirational and intuitive design, creativity, diversity and innovation.

As part of its global fashion commitment to support emerging design talents, Mercedes-Benz is very pleased to partner with the 35th International Festival of Fashion, Photography and Fashion Accessories, Hyères for the ninth time.

Mercedes-Benz is delighted to award a unique opportunity to the Grand Prix du Jury Première Vision winner of the Hyères Festival fashion competition.

The appointed winner will be invited to present their collection under the umbrella of the Mercedes-Benz Fashion Talents programme at the Mercedes-Benz Fashion Week in Berlin A/W21. Mercedes-Benz Fashion Week in Berlin is the most relevant German fashion platform and will take place in January 2021.

Mercedes-Benz has also hosted a sustainability masterclass for this year's fashion finalists, facilitating access to industry experts, to guide the designers in integrating responsible practices in their collections. Mercedes-Benz will integrate the finalist, who best incorporates eco-sustainable practices in their work, within one of its 2021 fashion initiatives.

www.mercedes-benz.com/fashion

Follow @MercedesBenzFashion

#MercedesBenzFashion

#MercedesBenzFashionTalents

FÉDÉRATION DE LA HAUTE COUTURE ET DE LA MODE

The Fédération de la Haute Couture et de la Mode (FHCM) brings together fashion brands that give priority to creation and international development. Amongst its missions, it promotes the French fashion culture, led by Haute couture and creation which combine traditional craftsmanship and contemporary technologies.

FHCM has around one hundred members, amongst which appears the most emblematic brands of the world stage. Committed players to its members, it is the spokesperson to the profession and expresses in France and on the international scene, a strategic, economic, technological and cultural vision of fashion and creation. FHCM provides shared support to its members on legal and social aspects while supporting young creative companies in their development. It places emphasis on training activities thus it ensures the renewal

of skills and perpetuation of a historical excellency. The FHCM also coordinates Paris Fashion Week® and thus confort Paris in its role of fashion capital.

As an integral part of an resolutely future-oriented ecosystem, FHCM is at the heart of the fashion industry's trends and challenges. In order to nurture its thinking, it coordinates encounters, conferences and confronts points of view of actors from within the sector. It is a partner of the International Fashion and Photography Festival in Hyères since 2003 and organizes since "Les Rencontres Internationales de La Mode à Hyères", with the support of DEFI – Committee for the Development and Promotion of Clothing.

www.fhcm.paris

LE DEFI

The DEFI lies at the heart of the Fashion and Design ecosystem and has been working in the public interest for thirty years - it is almost the only means of support for all components of the French clothing industry.

Its goal is to work for the development of the French clothing and fashion industry. As a result, it engages in huge projects aiming to speed up the development of businesses - especially internationally - in order to support creative work, to extend the influence of French fashion and the image of the Paris market on the global stage and to promote know-how.

The image of excellence which France enjoys worldwide means that fashion is both a strategic industry and a genuine economic driving force and operates within a fast-changing environment. France is a country in which world leaders in luxury goods, cutting-edge designers, famous brands, new players and know-how of the highest standard all coexist. Paris is the only market in the world that widely opens its doors to foreign design.

All of the participants in the industry meet within the DEFI to draw up plans of action

and support: business leaders, professional federations, designers, experts. The DEFI is the industry's only supervisory body, allowing them to compare points of view, decide upon a strategy and look for synergy by combining resources.

The DEFI works on behalf of the whole industry, from design to sale and also including numerous promotional initiatives both in France and abroad, with businesses attending foreign trade shows, the organisation of international missions and welcoming buyers and journalists to Paris during fashion weeks, financing fashion shows, press centres, SPHERE, meetings at the Festival d'Hyères and support for the Andam prize.

The work of the DEFI is designed to be fully operational, working on behalf of businesses and designers for an open, innovative and creative world.

www.defimode.org

GALERIES LAFAYETTE

Partner of the villa Noailles since 2007, the Galeries Lafayette group supports the 35th International Festival of Fashion, Photography and Fashion Accessories in Hyères. From its very beginnings, the Group has made its responsibility to arouse emotion and make culture more accessible through its stores. By embracing the long-lasting vision of its founders, the Group is convinced that the pulse of society is taken at the wrist of its artists. The Group is pleased to share its commitment to creation with villa Noailles, which brings together fashion professionals and young talents in a unique and multidisciplinary festival.

retail and creation and a major private employer in France with 14,000 employees, the Group is committed to setting the standard as an omni-channel and responsible retailer that puts the customer first and is actively engaged in promoting the French “Art of Living”.

In 2013, the Group created Lafayette Anticipations – Galeries Lafayette Corporate Foundation. This institution opened its doors in March 2018 in the heart of the Marais district of Paris, in a building renovated by Pritzker Prize-winning architect Rem Koolhaas and his firm architectural OMA.

About Galeries Lafayette group

Specialised in city-centre fashion retailing, the Galeries Lafayette group is a family-run private group, with 125 years’ history in commerce and retail. A key player committed to provide the best possible experience in

AMERICAN VINTAGE

Inspired by the United States, Michaël Azoulay founded American Vintage in Marseille in 2005. Impressed by the great outdoors and their absolutely relaxed atmosphere, he decided to revisit the most timeless basic of them all: the T-shirt.

Season after season, the collections expanded, structuring themselves around increasingly sophisticated pieces. American Vintage now offers a multifaceted wardrobe in which colors and materials, the brand DNA, spark pure emotion.

On a constant quest for meaning, the brand has supported art in its every form over the past few years, in a variety of dazzling collaborations. It regularly spotlights emerging and renowned talents whose poetic worlds echo its own understated approach to fashion. After working with

10 artists to celebrate its 10th anniversary in 2015, and with painter Inès Longévial in 2017, the brand now turns to young French set designers Zoé Piter et Maximilien Pellet, who staged the photo shoots by Hubert Crabières in 2019.

Present at the Hyères International Festival of Fashion, Photography and Fashion Accessories since 2017, American Vintage will once again sponsor the 2020 edition, where it will grant its American Vintage Photography Award. A distinction that earns the winner a cash prize and the right to exhibit a series of photos, taken for the Marseille brand, in stores.

www.americanvintage-store.com

PETIT BATEAU

For more than 120 years, innovation and creativity have been at the heart of everything Petit Bateau does. With their support – for the seventh consecutive year – of the International Festival of Fashion, Photography and Fashion accessories in Hyères, the company founded in Troyes has reaffirmed its commitment to up-and-coming designers.

Petit Bateau, a historic French brand famed for its expertise in knits, has for seven years offered

the winners of the Première Vision Jury Grand Prize the chance to collaborate on a unique collection. Starting 2013, previous festival winners Satu Maaranen, Kenta Matsushige, Annelie Schubert, Wataru Tominaga, Vanessa Schindler, the designers behind the Botter brand and Christoph Rumpf have offered their own takes on the brand's iconic pieces.

www.petit-bateau.fr

SUPIMA

For the third year, SUPIMA is happy to be part of the Festival as Official Partner.

In February 2020, SUPIMA welcomed the finalists of the Fashion and Accessories sections 2020 on its booth at Première Vision and proposed them to use the best qualities of SUPIMA cotton in their collections that they will be presenting at the Festival.

Katarzyna Agnieszka , Tom van der Borcht , Xavier Brisoux, Emma Bruschi, Timour Desdemoustier, Andrea Gross, Aline Boubert, Marvin M'Toumi, Maximilien Rittler et Céline Shen have selected SUPIMA cotton.

For this 2020 Edition, SUPIMA is also the supplier of the official anniversary t-shirts for the Hyères Festival illustrated by artist Michael Birch.

The 2020 Laureates received a donation of SUPIMA cotton to create a silhouette which has been presented on the occasion of the third Edition of SUPIMA DESIGN LAB Digital version on supima.com/design-lab and [@supima](https://www.instagram.com/supima).

This Digital event presented also the “made with SUPIMA” silhouettes

of a selection of Leading Designers and the participants of the SUPIMA Design Competition 2020 in New York.

Founded in 1954, SUPIMA is an elite variety of pima cotton grown only in California and the Southwestern U.S., prized the over the world by designers and discerning consumers who value its resilient strength, lasting color and indulgent softness.

Since its inception, SUPIMA has always supported the design community. SUPIMA was embraced by the early giants of American Fashion such as Clair McCardell, Oleg Cassini and James Galanos. Today a wide range of brands use SUPIMA from James Perse and Uniqlo in the U.S. and Superdry, Lacoste or American Vintage in Europe.

Lately, KERING Group has selected organic SUPIMA as their cotton of choice.

www.supima.com

SWAROVSKI

Having partnered with the International Festival of Fashion, Photography and Fashion Accessories at Hyères since 2009, Swarovski is pleased to reaffirm once more its commitment to new creative talent. Swarovski will offer a generous selection of crystals to the fashion and accessories finalists and will also offer to the fashion and accessories winners the opportunity to discover its headquarters and its archives in Austria. This partnership enables the company to demonstrate the value of Swarovski crystal as a key component of ready-to-wear and accessory collections, and to encourage these young talents and future stars of the industry to innovate, experiment and play with this brilliant and multifaceted material.

For over 125 years, Swarovski has supported creativity, avant-garde artistry and craftsmanship. Its emerging talent initiatives include the Swarovski collective program, created in 1999 by

Nadja Swarovski, the great-great granddaughter of the company's founder. The program has provided financial support – and over 100 million crystals – to more than 200 designers in New York, London, Milan and Paris. SWAROVSKI also supports fashion awards, museums, schools and institutions around the world. Swarovski delivers a diverse portfolio of unmatched quality, craftsmanship, and creativity. Founded in 1895 in Austria, the company designs, manufactures and markets high-quality crystals, genuine gemstones and created stones as well as finished products such as jewelry, accessories and lighting.

#Swarovski

www.swarovskigroup.com

EYES ON TALENTS

Eyes on Talents is pleased to partner with Villa Noailles for the 8th year, supporting the International Festival of Fashion and Photography as well as Design Parade Hyères and Toulon.

Eyes on Talents is the digital Talent Place for influential, innovative brands seeking for Creative & Management Talent.

Eyes on Talents partners with the best Schools and major Festivals worldwide, and grants its own

Awards and Special Mentions every year.

As a media, Eyes on Talents covers talents and industry news across its communication channels.

Eyes on Talents is committed to purpose and equal opportunity.

<http://eyesontalents.com>

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