

35^e

PRESS RELEASE
COMPETITION AWARD

15

-18

LES

ARTS

DE

LA

PROVENCE

MEDITERRANEE

ET

TOULON

HYERES

NOAILLES

10

20

20

Exhibitions open
until 29th november

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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*High resolution pictures available
on request to the press offices.*

The 35th edition of the Festival takes place from Thursday 15th to Sunday 18th October 2020 at Hyères, at the villa Noailles. The exhibitions are 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 Borgh

Belgium
Menswear



Jonathan Anderson by Manuel Braun

Jonathan Anderson

President of the fashion jury
and guest of honor

For the Grand Prix du Jury Premiere Vision, when we were all chatting with the jury what we really really admired in the work of Tom Van der Borght is that it was a totally new type of form, new type of shape, new type of commitment to a silhouette and it was uncompromisable. And in this moment we are in, we as a jury believe that it was about starting of this new decade with newnewss, this idea of originality. It was not about looking at something for it's automatic commercial sense. It was about the beauty within fashion, the handmade, the technique and the risk in it. And I think Tom has really achieved something in what he has done and I think he will go on to do very well.

With the 19M des métiers d'art accessories prize we were really taken back by the workmanship that Emma Bruschi had done with Chanel and the earrings. They were fantastic. A really beautiful balance between the wearable art and the hand, the craft and the idea of generational information passing by and we all wanted them.

For the Chloé Award, we thought the work of Marvin M'Toumo for the piece was so beautifully executed. Fitted into the notion of what we believe what Chloé is about. And you could really see this incredible hand in the trousers and the attitude of the look was fantastic. There was something kind of street but poetic.

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 fashion show at Mercedes-Benz Fashion Week A/W21 in Berlin courtesy of Mercedes-Benz

- the opportunity to discover Swarovski's headquarters and archives in Austria.



**TOM VAN
DER BORCHT**
Belgique, Belgium

**7 WAYS
TO BE TVDB**

Menswear

Collection produced with the support of
AMB Factory Ecopel, Dani Frizza, Hurel, Ictyos, L&T Caps, Luxury Jersey, Mackent Fabrics, Manifattura Di Domodossola, M.I.T.I., Ventures – Première Vision Paris
Supima
Puntoseta
Atelier Aymeric Le Deun

Crystals provided by Swarovski

7 WAYS
Perfume created by Nathalie Cetto, Givaudan



the finalists portraits are made by Michael-Birch Pierce

© Etienne Tordoir/Catwalkpictures.com

CHLOÉ PRIZE

For the Chloé Prize, the finalists designed 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.



MARVIN M'TOUMO
France



the finalists portraits are made by
Michael-Birch Pierce

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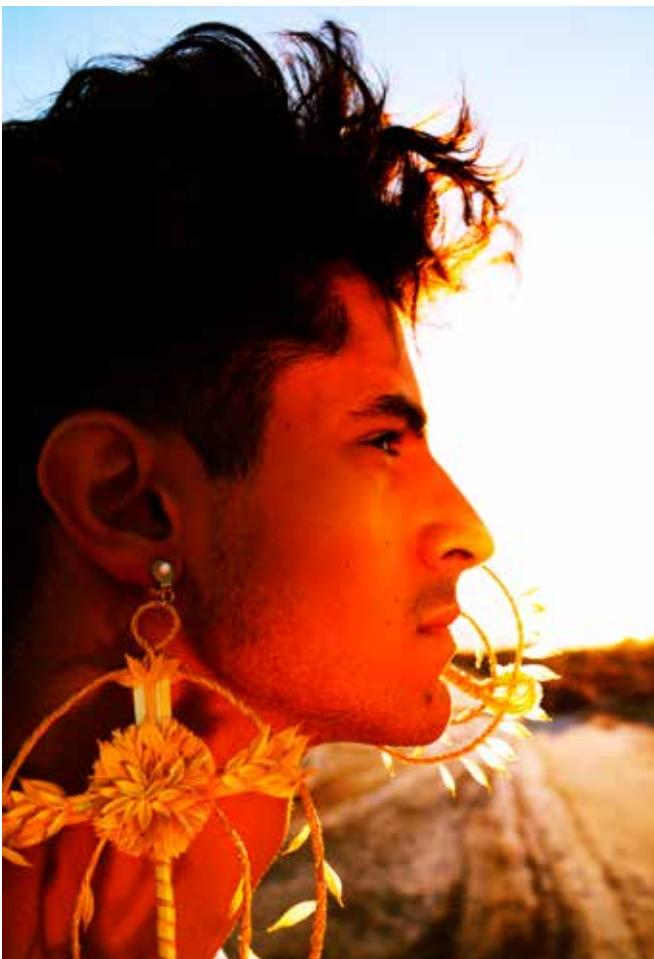
THE CHANEL MÉTIERS D'ART 19M PRIZE

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



EMMA BRUSCHI
France

Collection produced in collaboration
with
le plumassier et parurier floral
Lemarié



the finalists portraits are made by
Michael-Birch Pierce

© Jalis2019 - Soleil Rouge



TOM VAN
DER BORGHT
Belgium

7 WAYS
TO BE TVDB

Menswear

Collection produced with the support of
AMB Factory Ecopel, Dani Frizza, Hurel, Ictyos, L&T Caps, Luxury Jersey, Mackent Fabrics, Manifattura Di Domodossola, M.I.T.I., Ventures – Première Vision Paris
Supima
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Atelier Aymeric Le Deun

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7 WAYS
Perfume created by Nathalie Cetto, Givaudan



the finalists portraits are made by Michael-Birch Pierce

© Etienne Tordoir/Catwalkpictures.com

Fashion Grants

As part of the sustainability masterclass hosted by Mercedes-Benz and Fashion Open Studio for the fashion prize finalists, one designer will be acknowledged as having best incorporated responsible practices in their work. They will receive further showcasing support by Mercedes-Benz in 2021.

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.

MERCEDES-BENZ GRANT

As part of the sustainability masterclass hosted by Mercedes-Benz and Fashion Open Studio for the fashion prize finalists, EMMA BRUSCHI is acknowledged as having best incorporated responsible practices in their work. She will receive further showcasing support by Mercedes-Benz in 2021.



EMMA BRUSCHI
France

ALMANACH

Collection Homme, Menswear

Collection produced with the support of
Dentelles André Laude – Première Vision Paris
Puntoseta
Atelier Aymeric Le Deun

ALMANACH

Perfume created by
Antoine Maisondieu, Givaudan



the finalists portraits are made by
Michael-Birch Pierce

© Etienne Tordoir/Catwalkpictures.com



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 Moshammer

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

PRIX DU JURY

It was tough to choose among so many talented photographers. The jury finally chose and considered that Guanyu Xu's work was the most relevant: his temporary photographic installations in his childhood home stand for an exploration of identity and a subversion of power structures. They also question the significant influence of images in the formation of our public personality and our deepest desires. By reclaiming a space that has both formed and repressed him, Xu knowingly uses photography as a tool of resistance, thus creating his own reality and asserting his freedom through art.

AMERICAN VINTAGE

Andras Ladocsi turns photography into a tool that re-enchants the world. Under his gaze, bodies and objects confuse with the very matter of photography: light. His mastery in the use of this light turns each of his images in small poetic treatises. The Jury thus decided to give him the opportunity to apply its aesthetics to the eclectic reality of fashion.

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.



GUANYU XU
China, USA



WORLDS WITHIN WORLDS
TEMPORARILY CENSORED
HOME 2019

the finalists portraits are made by
Michael-Birch Pierce

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.



ANDRÁS LADOCSI
Hungary



the finalists portraits are made by
Michael-Birch Pierce



DUSTIN THIERRY
Curaçao / Netherlands



RITCHY PRINCESS OF THE HOUSE OF LADURÉE AT THE "ON THE COVER OF VOGUE"
BALL UNDER DIRECTION BY ZUEIRA MIZRAHI. BERLIN
OPULENCE, 2018

the finalists portraits are made by
Michael-Birch Pierce

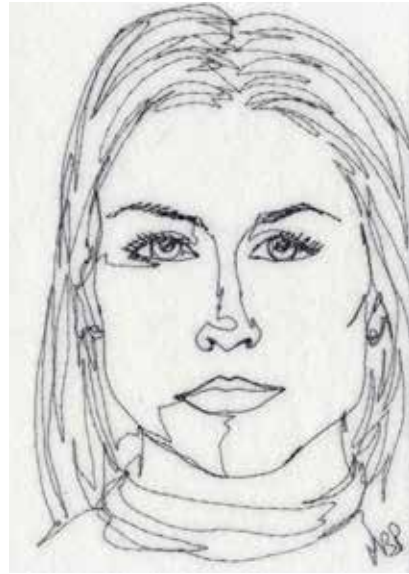
Photography grants

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.

WALLPAPER GRANT

Wallpaper* choses STEFANIE MOSHAMMER 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.



STEFANIE MOSHAMMER
Austria



the finalists portraits are made by
Michael-Birch Pierce



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 jury,
guest of honor

GRAND PRIX

We like their creative audacity and we were surprised by their awareness of the market reality. They have a genuine eco-responsible commitment, their work is locally manufactured and they have generated an economic fabric around them. They need support and we are here to help and to support them.

SPECIAL MENTION

We are amazed by their choice to revive a disappeared practice, to use the symbol of cut hair as a relic in eternity and the idea of recycling a natural material. We particularly noticed the quality of their work.

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.



DDIDDUE & JUANA
ETCHEBERRY
France

RÉINCARNATION
Caps

Collection produced with the support of
Dani, Emmetex Etichettificio, Cécile Feilchenfeldt –
Première Vision Paris
Atelier Aymeric Le Deun

Crystals provided by
Swarovski



the finalists portraits are made by
Michael-Birch Pierce

© Philippe Jarrigeon

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, is awarded to one winner for the creation of a piece of a leather fashion accessory.



**DDIDDUE & JUANA
ETCHEBERRY**
France

RÉINCARNATION Caps

Collection produced with the support of
Dani, Emmetex Etichettificio, Cécile Feilchenfeldt –
Première Vision Paris
Atelier Aymeric Le Deun

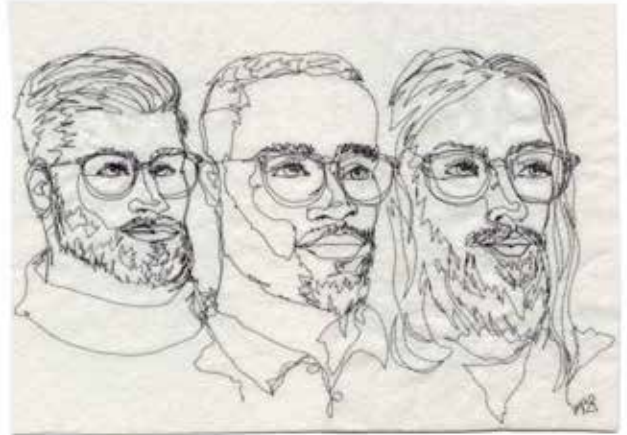
Crystals provided by
Swarovski



the finalists portraits are made by
Michael-Birch Pierce

©Jalis2019, Farida Khelfa Model

HONOURABLE MENTION FROM THE JURY



ANTONIN MONGIN,
DIMITRI ZEPHIR
& FLORIAN DACH
France

BIJOUX DE TÊTE Head pieces

Collection produced with the
support of
ACM, Sfate & Combiér – Première
Vision Paris

Crystals provided by
Swarovski



the finalists portraits are made by
Michael-Birch Pierce

© Philippe Jarrigeon



OUBADAH NOUKTAH
France / Syria

GESTURE
Bags

Collection produced with the
support of
Emmetex Etichettificio
– Première Vision Paris



the finalists portraits are made by
Michael-Birch Pierce

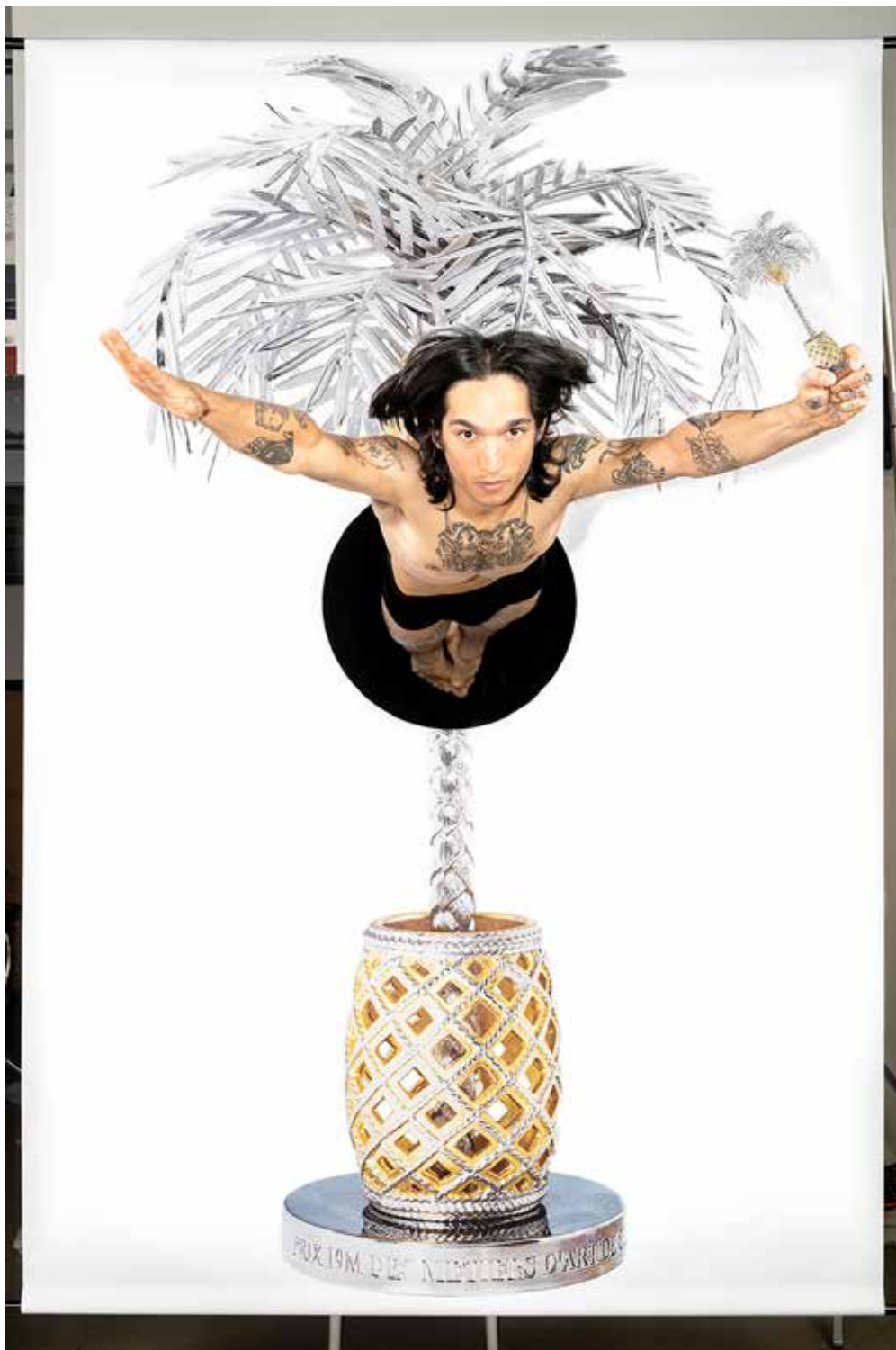
© Philippe Jarrigeon

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.



Institutional Partners



Major Partners

CHANEL



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PREMIÈREVISION®

Chloé



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LA MODE DE FRANCE

Galeries Lafayette

American Vintage

Festival's Partners



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Première Classe

SUPIMA
WORLD'S FINEST COTTONS

SWAROVSKI

Givaudan

istitutomarangoni 
enhancing talent since 1956

JOHN NOLLET

psycho

JANNNVIER

Year-round Partners

eyes on talents

punto seta

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diptyque
paris

DEBEAULIEU

POTERIE
RAVEL
DEPUIS 1837

FONDATION
CARMIGNAC

Media partners


Le magazine du Monde

VANITY FAIR

Wallpaper*

arte

libération

漢唐文化
HANTANG
CULTURE

LEATHER
FASHION
DESIGN

boycott.

TEMPLE
MAGAZINE

Fucking Young!

PleinSud