

10 fashion designers

10 photographers

+

Yohji Yamamoto

Inez van Lamsweerde & Vinoodh Matadin

Jason Evans

Matthew Cunningham & John Sanderson

Anouk Kruithof

Ina Jang

Lynsey Peisinger & The Stimuleye

Chronique curiosité

Fabrics Interseason

La Maison Rondini

Léa Peckre

Céline Méteil

## PHOTOGRAPHY AND FASHION AWARDS

villa Noailles

Communauté d'agglomération Toulon Provence Méditerranée

# HYÈRES 2012

27th International Festival of Fashion  
and Photography

Festival from April 27 - 30, 2012  
Exhibitions until May 26

[www.villanoailles-hyeres.com/hyeres2012](http://www.villanoailles-hyeres.com/hyeres2012)

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FASHION SHOWS EXHIBITIONS CONFERENCES

PHOTOGRAPHY AND FASHION AWARDS

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Ina Jang Lynsey Peisinger & The Stimuleye Chronique curiosité  
Fabrics Interseason La Maison Rondini Léa Peckre Céline Méteil

#### FESTIVAL INFORMATIONS

T +33 (0)4 98 08 01 98 contact@villanoailles-hyeres.com

#### PRESS RELATIONS

2<sup>e</sup> BUREAU - T + 33 (0)1 42 33 93 18  
Fashion - Sylvie Grumbach : sylvie.grumbach@2e-bureau.com  
Photography - Martial Hobeniche : m.hobeniche@2e-bureau.com

#### PRESS RELATIONS VILLA NOAILLES

Philippe Boulet boulet@tgcdn.com

[www.villanoailles-hyeres.com/hyeres2012](http://www.villanoailles-hyeres.com/hyeres2012)

High resolution images are available for download (access code on request)

#### PARTENAIRES PUBLICS



#### PARTENAIRES PRIVÉS



avec le soutien de



Les partenaires médias





## GRAND PRIX DU JURY L'ORÉAL PROFESSIONNEL, FASHION

The Grand Prix L'ORÉAL PROFESSIONNEL went to

**Siiri Raasakka, Tiia Siren & Elina Laitinen**  
Finland, Menswear

the prize was given along with a grant of 15 000 euros.

**[siiri.raasakka@aalto.fi](mailto:siiri.raasakka@aalto.fi) / [tiia.siren@gmail.com](mailto:tiia.siren@gmail.com) / [elina.laitinen@aalto.fi](mailto:elina.laitinen@aalto.fi)**

The winners will be given the opportunity to present their next showroom  
at the L'Oréal Académie 14, rue Royale,  
during the 2013 summer/spring Fashion Week.



## PREMIÈRE VISION AWARD

The Première Vision award went to

**Ragne Kikas**

Estonia, Womenswear

Dress Code Defensive

the prize was given along with a grant of 10 000 euros.

[www.ragnekikas.com](http://www.ragnekikas.com)

As a partner and sponsor of the Festival, Première Vision, the world's premier fabric show, supports fashion creativity by providing direct assistance to the young designers, putting them in contact with exhibitors from the Première Vision, Expofiland ModAmont shows.

Première Vision's commitment goes well beyond this for the winner of the prize, **Ragne Kikas**, with a showcase of her work and major visibility provided at Première Vision events in New York in July 11 & 12 and in Première Vision Pluriel Paris in September 19 to 21.



## CHLOÉ AWARD

The Chloé award went to

**Steven Tai**

Canada, Womenswear

the prize was given along with a grant of 15 000 euros.

[www.steventai.co.uk](http://www.steventai.co.uk)

[www.chloe.com](http://www.chloe.com)



## FASHION PUBLIC AWARD OF THE CITY OF HYÈRES

The fashion public award of the city of Hyères went to

**Ragne Kikas**

Estonia, Womenswear

Dress Code Defensive

[www.ragnekikas.com](http://www.ragnekikas.com)



The Public Palais de Tokyo / villa Noailles award went to

**Lucas Sponchiado**  
Belgium, Womenswear

OUT OF VACUM

[ls.sponchiado@gmail.com](mailto:ls.sponchiado@gmail.com)

**MERCEDES-BENZ** will invite selected designers to present her collection at the Mercedes-Benz Fashion Week Berlin in July 2012, in cooperation with German *ELLE*.

[www.mercedes-benz.fr/fashion](http://www.mercedes-benz.fr/fashion)

**Camper** offers to **Steven Tai** a week long workshop in Majorca at the Camper foundation.

[www.steventai.co.uk](http://www.steventai.co.uk)

[www.camper.com](http://www.camper.com)

**Le Mobilier National** offers to **Siiri Raasakka, Tiia Siren & Elina Laitinen** the opportunity to visit the national lace and embroidery workshops where they will create an item to be used as part of a garment for their future collection (a second item will be created for the Mobilier National's own collection).

[siiri.raasakka@aalto.fi](mailto:siiri.raasakka@aalto.fi) / [tiia.siren@gmail.com](mailto:tiia.siren@gmail.com) / [elina.laitinen@aalto.fi](mailto:elina.laitinen@aalto.fi)

[www.mobiliernational.culture.gouv.fr](http://www.mobiliernational.culture.gouv.fr)

**Galleries Lafayette Group** offers the selected designers to showcase their creations by letting them design three windows in the Toulon department store during the next edition of the festival.

[www.gallerieslafayette.com](http://www.gallerieslafayette.com)

**Catwalk Pictures** offers to the Grand Prix award winner, the photographs of their next fashion show during Paris fashion week.

[siiri.raasakka@aalto.fi](mailto:siiri.raasakka@aalto.fi) / [tiia.siren@gmail.com](mailto:tiia.siren@gmail.com) / [elina.laitinen@aalto.fi](mailto:elina.laitinen@aalto.fi)

[www.catwalkpictures.com](http://www.catwalkpictures.com)

All of the selected candidates will benefit from the support of the Festival's partners: original printed fabrics will be on offer by **Puntoseta** and crystals from the **SWAROVSKI ELEMENTS** collection.

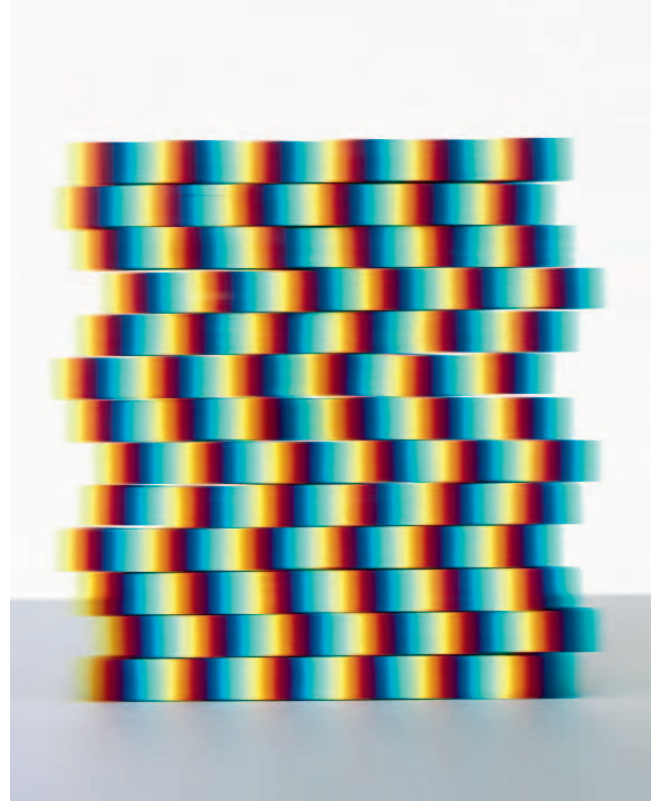
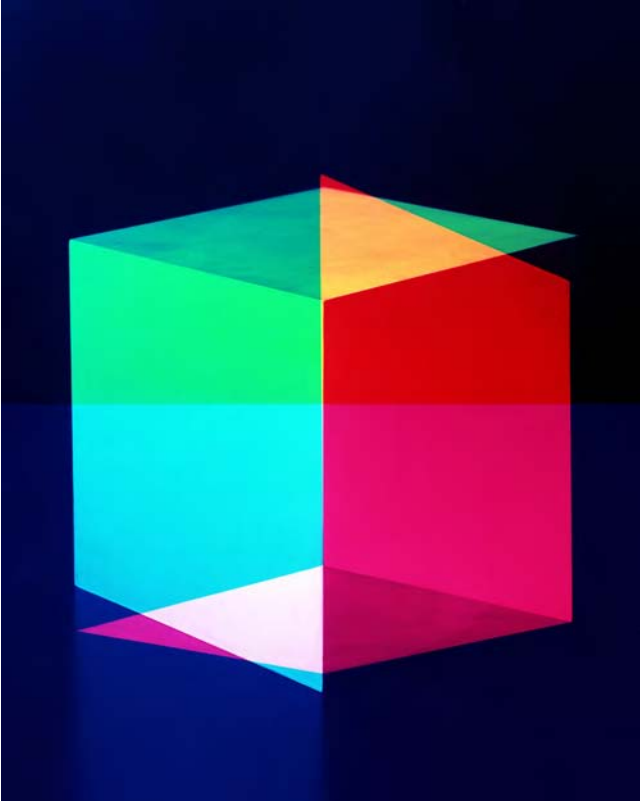
The **Première Vision** show has invited the selected entrants to its show on the 14th-16th February in Paris in order to put them in touch with exhibitors who may wish to offer them the raw materials for the creation of their collections, destined for the festival. **LE BOOK** offers multimedia exposure to all of the selected stylists and photographers: an online portfolio, a page in the Paris, New York, Los Angeles, London and Berlin print editions

High resolution press pictures of the selected collections are available for download from April 30th at : [www.villanoailles-hyeres-hyeres2012](http://www.villanoailles-hyeres-hyeres2012), press section,

access code on request : 2e Bureau / T • +33 (0)1 42 33 93 18 / [mail@2e-bureau.com](mailto:mail@2e-bureau.com).

The fashion shows movie and the award price and interviews are available at villa Noailles site.





## PHOTOGRAPHY JURY GRAND PRIZE

The Photography Jury Grand Prize is awarded to

**Jessica Eaton**

Canada

[www.jessicaeaton.tumblr.com](http://www.jessicaeaton.tumblr.com)



## DIGITAL PHOTOGRAPHY LVMH AWARD

The first LVMH award in Hyères, under the patronage of Androulla Vassiliou, European Commissioner in charge of Education, Culture and Youth, went to:

**Florian van Roekel**  
The Netherlands  
[www.florianvanroekel.com](http://www.florianvanroekel.com)

[www.lvmh.fr](http://www.lvmh.fr)



The School of Visual Arts in New York, grants

**Namsa Leuba**

Switzerland

[www.namsaleuba.com](http://www.namsaleuba.com)

a Photo Global scholarship.

[www.sva.edu](http://www.sva.edu)

LE BOOK provides reprints of each of the designers' and photographers' work, which will be reproduced in each of its different editions.

High resolution press images are available for download from April 30th at :

[www.villanoailles-hyeres/hyeres2012](http://www.villanoailles-hyeres/hyeres2012), press section,

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