

33rd INTERNATIONAL FESTIVAL
OF FASHION, PHOTOGRAPHY
AND FASHION ACCESSORIES
IN HYÈRES

APRIL 26 – 30, 2018

EXHIBITIONS
UNTIL MAY 27

PRESS RELEASE

Competition awards

Nova Villa - Hyères
Noailles centre d'art
d'intérêt national

33e FESTIVAL INTERNATIONAL DE MODE, DE PHOTOGRAPHIE ET D'ACCESSOIRES DE MODE À HYÈRES
26-30 AVRIL 2018 * EXPOSITIONS JUSQU'AU 27 MAI

The 33rd edition of the international festival of fashion, photography and fashion accessories at Hyères took place at the villa Noailles between April 26th to 30th 2018. The exhibitions will run until May 27th, 2018. The Festival directed by Jean-Pierre Blanc and resided by Pascale Mussard, annually encourages and supports young artists in the fields of Fashion, Photography and fashion accessories. Thanks to the the support of the festival's partners, several prizes will be awarded to competing young artists.

Pascale Mussard
President

Jean-Pierre Blanc
Founder and general director

Magalie Guérin
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
Montée Noailles 83400 Hyères
mediation@villanoailles-hyeres.com
T. +33 4 98 08 01 98 / 97

Press office – villa Noailles
Philippe Boulet
boulet@tgcdn.com
T. +33 6 82 28 00 47

Press office – Festival
2e BUREAU Sylvie Grumbach
hyeres@2e-bureau.com
T. +33 1 42 33 93 18

Press office – International
Lucien Pagès
contact@lucienpages.com
T. +33 1 42 77 33 05

Press Pictures images
Downloadable for the press on the website
www.villanoailles-hyeres.com
(password on request to the press office)

No villa Noailles-Hyères
centre d'art
d'intérêt national

33e FESTIVAL INTERNATIONAL DE MODE, DE PHOTOGRAPHIE ET D'ACCESSOIRES DE MODE À HYÈRES
26-30 AVRIL 2018 * EXPOSITIONS JUSQU'AU 27 MAI




Jean-Pierre Blanc
founder and general director



Pascale Mussard
President

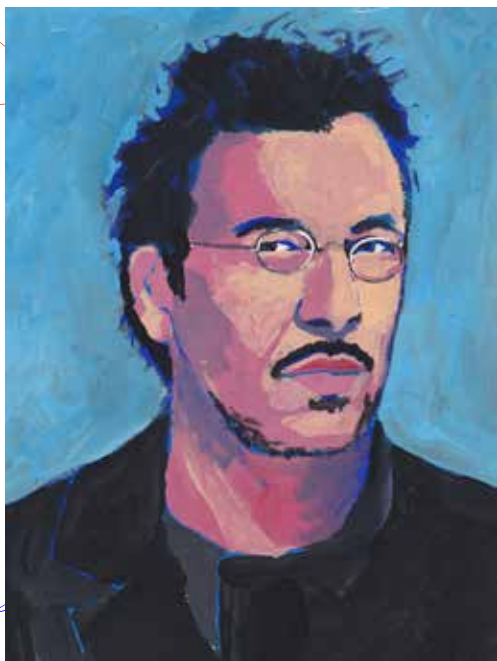
portraits by Adrien Pelletier



CONCOURS 10 CRÉATEURS DE MODE

N villa
oailles Hyères
centre d'art
d'intérêt national

33e FESTIVAL INTERNATIONAL DE MODE, DE PHOTOGRAPHIE ET D'ACCESSOIRES DE MODE À HYÈRES
26-30 AVRIL 2018 * EXPOSITIONS JUSQU'AU 27 MAI



The fashion jury is presided over by Haider Ackermann.

It is composed of:

Haider Ackermann

Fashion designer
Paris

President of the jury

Farid Chenoune

Historian of fashion
Paris

Jefferson Hack

Co-founder, Dazed Media
London

Farida Khelfa

Film maker, actress, model
Paris

Delfina Delettrez Fendi

Jewellery designer
Founder and designer, Delfina Delettrez
Rome

Lou Doillon

Author—composer, artist
Paris

Ben Gorham

Founder, artistic director, Byredo
Stockholm

Tilda Swinton

Actress
London

Vanessa Schindler

Fashion designer
Winner of the Grand Prix du jury
Première Vision in Hyères in 2017
Geneva

The designs by the selected candidates have been will
be open to professionals and the public
Art Direction : Maida Grégory-Boina

Marie-Ève Lecavalier
Womenswear
Canada

Ester Manas
Womenswear
France

Linda Kokkonen
Womenswear
Finland

Jef Montes
Womenswear
Netherlands

Manuela Fidalgo
Womenswear
Spain

Antonina Sedakova
Menswear
Russia

Rushemy Botter & Lisi Herrebrugh
Menswear
Netherlands

Regina Weber
Womenswear
Germany

Anna Isoniemi
Womenswear
Finland

Sarah Bruylant
Womenswear
Belgium

portraits – Adrien Pelletier

photographies
Nolwenn Brod

Novilles-Hyères
centre d'art
d'intérêt national

GRAND PRIX DU JURY PREMIÈRE VISION

As at each edition, Première Vision once again welcomed the 10 finalists last February. These young designers were able to meet the exhibitors and manufacturers of the Première Vision show. Depending on their projects, they were able to choose their yarns, fabrics, crystals or accessories. They were also accompanied during the making of their collection.

The Grand Prix du jury Première Vision went to
Rushemy Botter & Lisi Herrebrugh
FISH OR FIGHT
Menswear collection, Netherlands



Collection produced
with the support of
The Woolmark Company
Crystals provided by
Swarovski

Que Lo Que perfume
created for Rushemy Botter
& Lisi Herrebrugh by Natalie
Cetto, Givaudan



© Catwalk Pictures
Etienne Tordoir

The Grand Prix du jury Première Vision consist of :
– a grant of 15,000 euros offered by Première Vision and a high level of visibility at both Première Vision New-York and Première Vision Paris shows
– the opportunity to undertake a project with CHANEL's Maisons d'art, up to 15,000 euros
– a collaboration with Petit Bateau and a grant of 10,000 euros plus royalties, for the creation of one or several styles to be manufactured and sold by the brand.

CHLOÉ PRIZE

The Chloé Prize went to:

Marie-Ève Lecavalier

COME GET TRIPPY WITH US

Womenswear collection, Canada



Collection produced
with the support of
Puntoseta
Crystals provided by
Swarovski

Liquid Distortion
perfume created for
Marie-Ève Lecavalier
by Marypierre Julien,
Givaudan



© Catwalk Pictures
Etienne Tordoir

The Chloé Prize consist of a grant of 15,000 euros.

HONOURABLE MENTION FROM THE JURY

An honourable mention from the jury went to

Marie-Ève Lecavalier

COME GET TRIPPY WITH US

Womenswear collection, Canada



Collection produced
with the support of
Puntoseta
Crystals provided by
Swarovski

Liquid Distortion
perfume created for
Marie-Ève Lecavalier
by Marypierre Julien,
Givaudan



© Catwalk Pictures
Etienne Tordoir

PUBLIC PRIZE CITY OF HYÈRES

The Public and city of Hyères award went to

Sarah Bruylant *MEET ME IN ANOTHER WORLD*
Womenswear collection, Belgium



Collection produced
with the support of
Bodin-Joyeux -
Première Vision Paris
Aymeric Le Deun
Crystals provided by
Swarovski

Jours étranges
perfume created
for Sarah Bruylant
by Quentin Bisch,
Givaudan



© Catwalk Pictures
Etienne Tordoir

Grants

The GALERIES LAFAYETTE grant went to **ESTER MANAS**. It consists in a collaboration with the Galeries Lafayette brand for the creation of a limited edition collection sold in its store network.

THE WOOLMARK COMPANY is offering a 1,000 EUR sponsorship towards purchase of wool fabrics or special finishings of wool to all fashion finalists who are interested in working with merino wool. SUPIMA becomes 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 during the Ready-to-wear Paris Fashion Week in September at Hotel de Talleyrand for the SUPIMA Paris event.

EYES ON TALENTS offers to all awarded designers a special communication towards Eyes on Talents member brands. 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 TUILERIES will present a selection of designers of the festival during September Paris Fashion Week in 2018.

MERCEDES-BENZ invites one of the winners of this year's festival to present their collection at Berlin Fashion Week S/S19 to an international fashion audience.

EXCEPTION will offer 1–2 selected designers solid opportunities of work and exposures in China, with projects on agreed topics.

DEPREZ GUIGNOT ASSOCIÉS Law firm offers free access to its consultancy to all the competition finalists and assistance on intellectual property issues until December 31, 2019. A panel of experts and professionals (competence, working residence of several days A college of professionals (modellers, pattern-makers, sample makers, model and sewing teachers, teachers in textile design) puts its expertise to the service of the finalists to help them develop their own collections, it is composed of Somchit Sinthirath, Anna Lhande, Nelly Walz, Chrystale Heyraud, Marion Richard, May Sinthirath, Yamina Fedauouche, Julie Dessus, Paul Desravine, Elodie Matias, Nathalie Guieu, Monty Dy, Camille Rodriguez, Atsushi Yokoo et Céline Rohaut.

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. L'ATELIER AYMERIC LE DEUN, spécialiste des boutons et accessoires de mode recouverts de tissu et de cuir, accompagne les finalistes du concours en leur offrant la production de boutons pour leurs collections.



CONCOURS 10 CRÉATEURS D'ACCESSOIRES DE MODE

La villa Maillots - Hyères
centre d'art
d'intérêt national

33e FESTIVAL INTERNATIONAL DE MODE, DE PHOTOGRAPHIE ET D'ACCESSOIRES DE MODE À HYÈRES
26-30 AVRIL 2018 * EXPOSITIONS JUSQU'AU 27 MAI



The Fashion accessories jury is presided over, for this second year, by Christelle Kocher.

It is composed of:

Christelle Kocher

Artistic director of Maison Lemarié
Founder and artistic director of her eponymous brand KOCHÉ
Paris
President of the jury

Bernard Frize

Artist
Paris

Leaf Greener

Journalist
Shanghai

Hirofumi Kurino

Co-founder and creative advisor, United Arrows
Tokyo

Michele Lamy

Muse
London

Rachel Mansur et Floriana Gavriel

Designers, founder, Mansur Gavriel
New York

Brune de Margerie

Fashion director, ELLE France
Paris

Nicole Phelps

Director, Vogue Runway
New York

Elie Top

Designer
Paris

Charlotte Stockdale

Stylist, fashion editor, Chaos Fashion
London

Marina Chedel

Fashion accessories designer
London
Winner of the Grand prix du jury Accessoires de mode
Swarovski in Hyères in 2017

The finalists of the 2018 fashion accessories competition are:

Sari Räthel & Riccarda Wolf

Collection of jewellery
Germany

Claire O'Keefe & Eugenia Oliva

Collection of jewellery
Spain

Ildar Wafin

Collection of jewellery
Finland

Jinah Jung

Collection of bags
South Korea

Sara Emilie Terp-Hansen

Collection of bags
Denmark

Kate Fichard, Flora Fixy & Julia Dessirier

Collection of auditive jewellery
France

Ludovic Leger

Collection of bags
France

Romain Delamart & Flora Langlois

Collection of scarves
France

Cécile Gray

Collection of jewellery
France

Inès Bressand

Collection of bags
France

portraits - Adrien Pelletier

GRAND PRIX DU JURY
ACCESSOIRE DE MODE SWAROVSKI

The SWAROVSKI FASHION ECCESSORIES GRAND PRIX OF THE JURY
went to

Kate Fichard, Flora Fixy & Julia Dessirier

H [EARRING]

Collection of auditive jewellery, France



Crystals provided by
Swarovski



© Lothaire Hucki

The winner will be rewarded with :
– a grant of 15,000 euros from SWAROVSKI
– the opportunity to undertake a project with CHANEL's Maisons
d'art, up to 15,000 euros.

KATE FICHARD, FLORA FIXY & JULIA DESSIRIER. FRANCE
H [EARRING]



PUBLIC PRIZE CITY OF HYÈRES

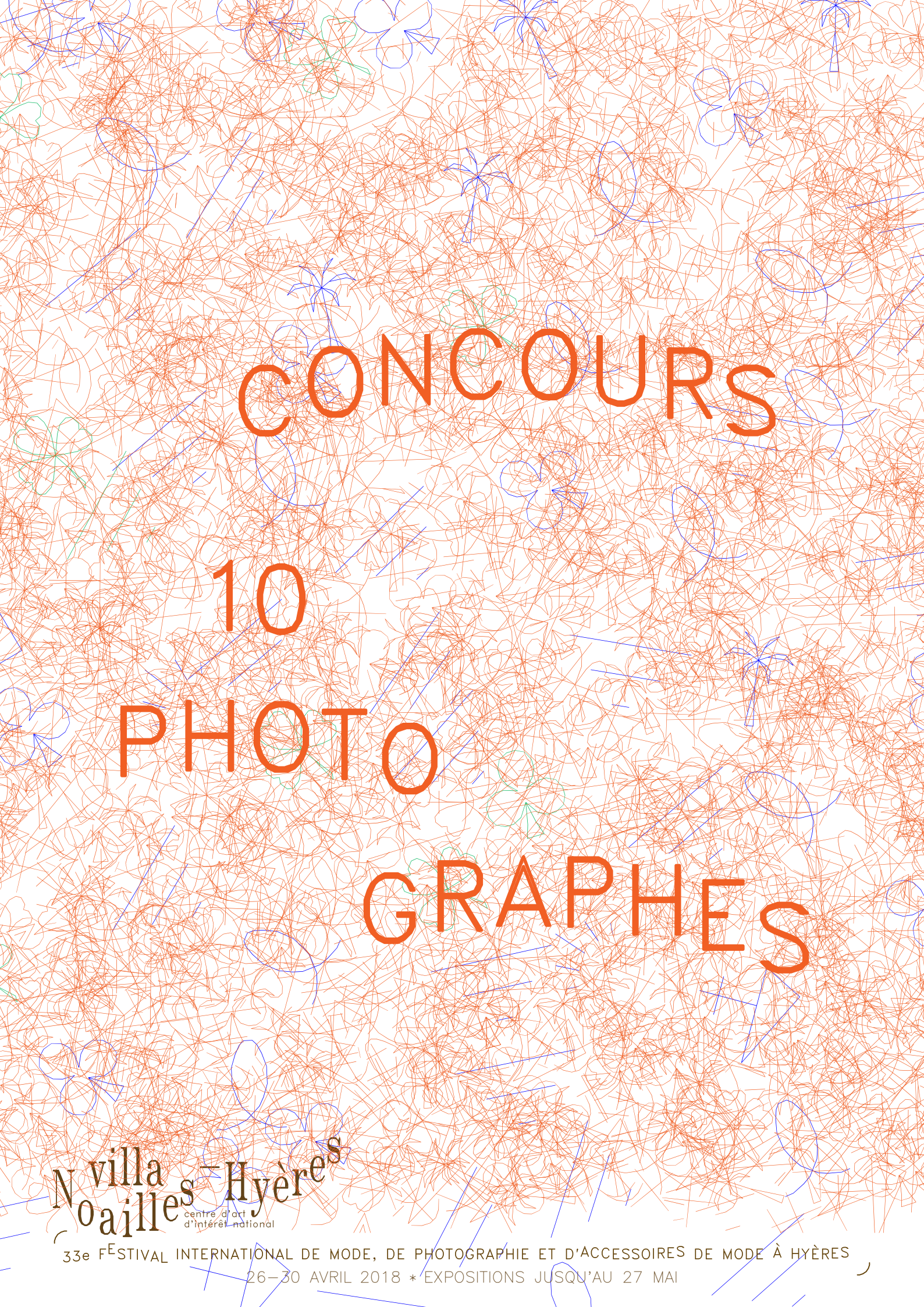
The Public and city of Hyères award went to
Cécile Gray *INITIALE(S)*
Jewellery collection, France



Crystals provided by
Swarovski







CONCOURS 10 PHOTO GRAPHES

La villa Maillots - Hyères
centre d'art
d'intérêt national

33e FESTIVAL INTERNATIONAL DE MODE, DE PHOTOGRAPHIE ET D'ACCESSOIRES DE MODE À HYÈRES
26-30 AVRIL 2018 * EXPOSITIONS JUSQU'AU 27 MAI



The photography jury is presided over this year by Bettina Rheims.

It is composed of:

Bettina Rheims

Photographer

Paris

President of the jury

Bill Mullen

Stylist

New York

Jed Root

Agent, founder, Artists & Company

New York

Ezra Petronio

Editor at large, artistic director, photographer, Self service magazine and Petronio Associates

Paris

Charlotte Collet

Stylist

Paris

Jean Colonna

Fashion designer

Paris

Serge Bramly

Author

Paris

India Mahdavi

Architect, designer

Paris

Saskia de Brauw

Model, artist

New York

Alessia Glaviano

Photography editor, Vogue Italy

Milan

Daragh Soden

Photographer

London

Winner of the Grand prix du jury photographie in Hyères, 2017

Raphaëlle Stopin
Art Direction

Noailles - Hyères
centre d'art
d'intérêt national

The artworks by the selected photographers will be presented during portfolio reviews, which will be open to professionals during the festival and during a group show curated by Raphaëlle Stopin which will be held at the villa Noailles, until 27th of May.
High resolution pictures on demand to the press office.

Pascale Arnaud
France

Laetitia Bica
Belgium

Teresa Eng
Canada

Sarah Mei Herman
Netherlands

Allyssa Heuze
Philippines, France

Jaakko Kahilaniemi
Finland

Csilla Klenyánszki
Hungary

Sanna Lehto
Finland

Eva O'Leary
Ireland, USA

Aurélie Scouarnec
France

portraits – Adrien Pelletier

No villa Noailles – Hyères
centre d'art
d'intérêt national

GRAND PRIX OF THE PHOTOGRAPHY JURY

The Photography Grand Prix of the Jury went to

Eva O'Leary *SPITTING IMAGE*

Ireland, USA



Korell, Spitting Image, 2017

CHANEL supports the Photography Grand Prix of the Jury. The prize-winner will be rewarded with a grant of 15,000 euros from CHANEL.

Janvier offers the winner of the Photography Grand Prix of the Jury 5000 euros grant for its lab services.

Portraits de Villes is collaborating with the International Festival of Fashion and Photography in Hyères by offering a carte blanche to the winner.

He/she will get a carte blanche to illustrate Toulon for a 2018 edition of Portraits de Villes.

AMERICAN VINTAGE PHOTOGRAPHY PRIZE

For the second year, American Vintage will partner with the Festival of Fashion & Photography in Hyères by creating the « American Vintage Photography prize ». Each of the 10 candidates preselected by the members of the jury must present a one-of-a-kind print based on a selection of American Vintage pieces. The 10 prints will be displayed during the entire duration of the festival at the Tour des Templiers.

The American Vintage Photography prize went to :

Sarah Mei Hermann
Netherlands



The grant, whose value equals 15,000 euros (including 5,000 euros for the selected photographers), consist in a fashion photoshoot order. It will be awared to one of the finalists.

STILL LIFE PRIZE

The STILL LIFE PRIZE went to :

Csilla Klenyanszki,
Top-to-toe
Hat, Chanel
Hungary



The STILL LIFE PRIZE grant of :
– a grant of 5,000 euros from villa Noailles
– Janvier offers the winner of the Still Life Prize of the Jury
3,000 euros grant for its lab services.

PUBLIC AND CITY OF HYERES AWARD

The PUBLIC AND CITY OF HYERES AWARD went to :

Sanna Lehto *MORPHOLOGIES*

Finland



Red, Morphologies, 2016

Grants

Eyes on Talents offers to all awarded designers a special communication towards Eyes on Talents member brands.

The lab Janvier supports the ten shortlisted photographers by offering them 50% on all their services (retouching and prints) for the 12 months following the festival. Moreover, Janvier grants the winner of the Grand Prix du Jury Photographie an access to its printing and retouching services up to a value of 5000 euros while granting the winner of the Still Life Prize with the same services up to 3 000 euros, both for a duration of 12 months after the festival.

be-poles editions offers a carte blanche to the photography laureate of the 33rd Festival International de Mode, de Photographie et d'Accessoires de mode à Hyères to illustrate a book about the city of his/her choice.

Wallpaper* Photography Director, Holly Hay and Fashion Director, Isabelle Kountoure will choose one photography contestant to shoot a main fashion story for the magazine's January New Generation issue, an annual celebration of fresh creative talent.

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.

This shoot will highlight a mix of the season's fashion looks in a cross-disciplinary context. The winner will also be profiled on wallpaper.com with an interview and an accompanying picture gallery of her/his previous work.

The Trophies

The winners' trophies for the Fashion, the Fashion accessories and the Photography by the House of Desrues.



photography : Camille Vivier
set design : Antoine Grulier
2018

PARTENAIRES INSTITUTIONNELS



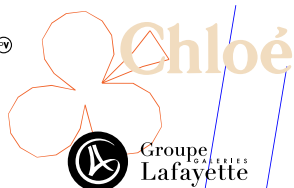
GRAND PARTENAIRE

CHANEL

PARTENAIRES PRINCIPAUX

LVMH

PREMIÈRE**VISION**®



SWAROVSKI



DEFI
LA MODE DE FRANCE



Galerie Lafayette

American Vintage

PARTENAIRES À L'ANNÉE

eyes On talents

puntoseta

FONDATION
D'ENTREPRISE
RICARD

PARTENAIRES DU FESTIVAL



KERING

Première Classe
Tuyères

SUPIMA
WORLD'S FINEST COTTONS

Givaudan

EXCEPTION
de MIXMIND



HANS BOODT.
MANNEQUINS

istitutomarangoni
the school of fashion

JOHN NOLLET
PARIS

psycho

JANNNVIER

AVEC LE SOUTIEN DE

Château
Léoube

brachfeld

diptyque
PARIS

PREMIÈRE LOGE
SOUTIENS AUX COUTURIÈRES
HYÈRES

SIXT
LOCATION DE VOITURES

Le MARAIS

LA REINE JANE

artek

PERONI
ITALY



Conservatoire
du littoral

LE LIBERTÉ
SCÈNE NATIONALE
TOULON

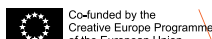


MAKE'S
TEINTURES

PLASDOX
PEINTURES



FUTURES



DEPREZ GUIGNOT ASSOCIÉS
AGENCE D'ARTS

BlockchainyourIP

Sammode

PARTENAIRES MÉDIA



nova
LE GRAND MIX

CATWALK
CULTURES

inRockuptibles

arte

GRAZIA

ChEek
MAGAZINE

boycott.

Wallpaper*



Noailles-Hyères
centre d'art
d'intérêt national

33e FESTIVAL INTERNATIONAL DE MODE, DE PHOTOGRAPHIE ET D'ACCESSOIRES DE MODE À HYÈRES
26-30 AVRIL 2018 * EXPOSITIONS JUSQU'AU 27 MAI

villa Noailles
centre d'art d'intérêt national
Métropole Provence Méditerranée
Montée Noailles
83400 Hyères
T. +33 (0)4 98 08 01 98 / 97
mediation@villanoailles-hyeres.com

Tour des Templiers
Place Massillon
83400 Hyères

EXHIBITIONS AT VILLA NOAILLES

Haider Ackermann
Bettina Rheims
Christelle Kocher – Maison Lemarié
Pierre Marie
Vanessa Schindler & Marine Giraudo
Daragh Soden
Marina Chedel
Arthur Hoffner & Grégoire Schaller
Books & Photographs
Paul Rousteau
Nolwenn Brod
Vincent Darré & Matthieu Cossé
20 ans Crash Magazine
Arnaud Caizergues
Odd Matter
Lislore Frowijn & François Dumas
Soleil rouge
Exhibitions HORS LES MURS
Luis Alberto
Rodriguez
Alexandre Benjamin Navet
Adrien Pelletier
Vincent Darré & Matthieu Cossé

Opening hours of villa Noailles

Closed on May 1, 2 and 3

(From May 4 to May 27)

The villa Noailles is open every day from
1pm to 6pm.

Last night opening from 3pm to 8pm

Closed modays, thuesdays and bank
holidays

Free admission

Tour des Templiers

Opening hours

The Tour des Templier is open everyday
from 10am to 1pm and from 2pm to
5pm

Exhibition until May 26

Closed Sundays, Mondays and bank
holidays

No villa
Noailles - Hyères
centre d'art
d'intérêt national

33e FESTIVAL INTERNATIONAL DE MODE, DE PHOTOGRAPHIE ET D'ACCESSOIRES DE MODE À HYÈRES

26-30 AVRIL 2018 * EXPOSITIONS JUSQU'AU 27 MAI