

**30<sup>th</sup>**  
**International**  
**Festival**  
**of Fashion &**  
**Photography**  
**in Hyeres**  
**April 23—27**  
**2015**

**Festival April 23—27**  
**Exhibitions until May 24**

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

**Jean-Pierre Blanc**

General Director of Festival

**Magalie Guérin**

Fashion curatorship

**Maida Grégory-Boina**

Artistic Director for fashion,  
set design and scenography  
for the presentations and  
the fashion shows

**Raphaëlle Stopin**

Photography Art Director

**Villa Noailles, Hyères**

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**Presse | International textile and  
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**The 30<sup>th</sup> edition of the International Festival of Fashion and Photography at Hyères will take place at the villa Noailles between the 23<sup>rd</sup> and the 27<sup>th</sup> of April, 2015. The exhibitions will run until the 24<sup>th</sup> of May.**

**The festival directed by Jean-Pierre Blanc and presided over by Didier Grumbach, annually encourages and supports young artists in the fields of fashion and photography. Thanks to the support of the festival's partners, several prizes will be awarded to the competing young artists.**

# COMPETITION

**Virginie Viard started work**

at CHANEL in 1987 where she met Karl Lagerfeld and very quickly became his right-hand woman. After five years the designer took her with him to CHLOE where he was Artistic Director at the time. Virginie Viard came back to CHANEL in 1997 and became CHANEL's Creative Studio Director. Alongside Karl Lagerfeld, she supervises the elaboration and production of 8 annual CHANEL collections (2 Haute Couture collections and 6 Ready-to-Wear collections). "She is my right hand and my left hand, our relationship is essential, doubled by a very real friendship and affection." declares Karl Lagerfeld about her.



© Karl Lagerfeld

**Eric Pfrunder**

Arriving at CHANEL in 1983 at the same time as Karl Lagerfeld, Eric Pfrunder, the designer's close collaborator and a photography enthusiast, is Image Director at CHANEL Fashion where he brings together events, publicity, merchandising and digital. Alongside Karl Lagerfeld, he orchestrates all of the designer's projects: advertising campaigns, filmmaking, over 60 exhibitions, books, and so on... "He describes himself as the 'Vorarbeiter\*' but in reality he does everything," says Karl Lagerfeld about him.

\*foreman

**The House of CHANEL is the guest of honour at the next International Festival of Fashion and Photography in Hyères, taking place between April 23<sup>rd</sup> and 27<sup>th</sup>, 2015 at the villa Noailles, built in the 1920<sup>s</sup> by the architect Robert Mallet-Stevens for the art patrons Charles and Marie-Laure de Noailles. Karl Lagerfeld will be the Artistic Director of this 30<sup>th</sup> annual festival.**

**Virginie Viard, CHANEL's Creative Studio Director is the President of the fashion jury. Eric Pfrunder, Image Director at CHANEL Fashion is the President of the photography jury.**

# **FASHION COMPETITION**

# SHORTLISTED FASHION

**The designs by the selected**  
candidates will be presented  
during three shows which will  
be open to professionals and  
the public.

• **Anna Bornhold**  
Womenswear, Germany

• **Christina Braun**  
Womenswear, Germany

• **Yiyu Chen**  
Womenswear, Taiwan

• **Sophie Harand**  
Menswear, France

• **Heini-Maria Hynnen & Elina Äärelä**  
Menswear, Finland

• **Elina Määttä**  
Womenswear, Finland

• **Guillem Rodriguez Bernat**  
Menswear, Spain

• **Sophie Sälekari**  
Womenswear, Finland

• **Annelie Schubert**  
Womenswear, Germany-France

• **Wieke Sinnige**  
Womenswear, Netherlands

# FASHION JURY

**Virginie Viard**

CHANEL's Creative Studio Director  
Head of fashion jury

• **HRH The Princess of Hanover**

• **Caroline de Maigret**

Model and producer

• **India Mahdavi**

Architect and designer

• **Anna Mouglalis**

Actress

• **Loïc Prigent**

Journalist and director

• **Carine Roitfeld**

Founder of CR Fashion Book

• **Sébastien Tellier**

Electronic music artist,  
singer and actor

• **Anthony Vaccarello**

Fashion designer

• **Joana Vasconcelos**

Artist

• **Olivier Zahm**

Art director, journalist  
and photographer

## PHOTOGRAPHER



### **Grégoire Alexandre**

Exhibition *Héliopolis*

Shortlisted Photographer in the Festival 2003.

In the footsteps of André and Gaston Durville, Madeleine Renaud, Jean-Louis Barrault, Christian Dior, Rita Renoir, Monique Watteau, Bernard Heuvelmans, Pierre Balmain for his 1958 campaign, Jean-Pierre Capeyron, Annie Girardot, Georges Moustaki, Michel Simon and Olivier Amsellem, Grégoire Alexandre has participated in a photographic assignment on the mysteries of the island of Levant, to its discrete and secret collaborations, to the free and creative spirit launched in 1932 by the doctors Durville, founders of Héliopolis, the sun state.

On the next pages:

Photographic assignment on the outfits of the ten fashion designers by Grégoire Alexandre.

Photoshoot : Héliopolis, Levant Island, Hyères.

Stylist: Marion Jolivet

Models: Daionara Zwicker @Next NY,

François Durel @agence Rock Men

Assistants: Marine Billet, Virginie

Elbert, Frédéric Margueron,

Guillaume Vacquier

Hair: Fred Teglia

Make-up: Céline Martin

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



## TEN FASHION DESIGNERS



### Anna Bornhold

**FASHION.IMITATION**  
**Womenswear**  
**Germany**

**T-shirt in silk organza embroidered with threads. Trousers in a woven canvas, embroidered with threads. Fabric sneakers embroidered with threads, soles made from matting.**

Collection produced with the support of:  
Goldentex Wool Co. — Première Vision  
Crystals sponsored by Swarovski



### Christina Braun

**fragment n°3**  
**Womenswear**  
**Germany**

**Shirt dress in cotton poplin with raw seams, tucked into wool trousers open at the crotch and at the sides, thermobonded hems. Collar in white leather with brass leaf. Flat leather shoes, Plexiglas sole on the heel.**

Collection produced with the support of:  
Teseo, Jakob Schlaepfer, Zhejiang Jianxin Silk Co.,  
Styletex, Soeries Roger Cheval, Tiaré,  
Henry Bertrand, Frizza — Première Vision  
Crystals sponsored by Swarovski

[www.braunchristina.blogspot.de](http://www.braunchristina.blogspot.de)

FASHION COMPETITION

## TEN FASHION DESIGNERS



### Yiyu Chen

**HUMANIMAL**  
Womenswear  
Germany

**Mid-length evening dress in wool flannel, organza and polyester jersey, decorated with fake fur pompons, embroideries and crochet work. Headwear made from polyester and polyethylene threads. Ankle boots decorated with polyester and polyethylene threads.**

Collection produced with the support of:  
Sc Katty Fashion, Lanificio Luigi Colombo,  
Henry Bertrand, Sfate & Combier, Teseo,  
Frizza — Première Vision  
Crystals sponsored by Swarovski

[www.yiyuchen.org](http://www.yiyuchen.org)



### Sophie Harand

**La Chute d'Icare**  
Menswear  
France

**Top in wool and leather. Shorts in wool and cotton piqué, large cotton piqué and stone sheet, piqué cotton interior. Glasses with leather headband, brushed brass frame, movable polycarbonate lenses. Rucksack in linen and cotton, waterproof cotton, vegetable-tanned leather and stone sheet. Leather, stone sheet and brass knee straps. Cotton, leather, stone sheet and brass shoes.**

Collection produced with the support of:  
Bodin-Joyeux, C.O.T.O. By Stylem, Utexbel, Conflux,  
Servistyl Production / Innovation, Atelier d'Ariane —  
Première Vision

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

FASHION COMPETITION

## TEN FASHION DESIGNERS



### Heini-Maria Hynnen & Elina Äärelä

**RUNAWAY**  
Menswear  
Finland

**Shirt and jacket in printed silk. Apron in wool, «Rambo» jacquard. Velvet trousers, affixed with plastic flowers. Dyed fox fur headband.**

Collection produced with the support of:  
Puntoseta  
Dani, Sfate & Combier, Lanificio Subalpino —  
Première Vision  
Crystals sponsored by Swarovski

<http://hynnenaarela.tumblr.com/>



### Elina Määttänen

**Womenswear**  
Finland

**Knitted sweater with handwoven panels in wool and knotted pompoms, Shibori dye. Skirt with handwoven knitted panels, knotted pompons, reverse in wool, metallic silk panels. Rope belt. Metallic silk trousers. Wool ankle boots.**

Collection produced with the support of:  
Puntoseta  
Atlantic Leather - Lodsinn, Ricamificio Paolo Italy,  
Henry Bertrand, Alan Litman — Première Vision  
Crystals sponsored by Swarovski

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

FASHION COMPETITION

## TEN FASHION DESIGNERS



### Guillem Rodriguez Bernat

La Nuit  
Menswear  
Spain

**Fitted «Bar» jacket in wool, corolla dress in mikado silk and tulle decorated with Swarovski crystals. Wool bustier with elasticated bands in the back. High-waisted trousers in mikado silk. Fox fur belt, elasticated band and rose-coloured buckle.**

Collection produced with the support of:  
Tissages Denis & Fils, Sfate & Combier —  
Première Vision  
Crystals sponsored by Swarovski

[www.guillemrodriguez.eu](http://www.guillemrodriguez.eu)



### Sophie Sälekari

ECCENTRIC ENCOUNTERS  
Womenswear  
Finland

**Hand flocked leather and dyed mink jacket. Jacquard knit top. Handprinted silk satin dress. Skirt in handprinted and flocked wool, mink embroidered with Swarovski crystals, sequins and handblown glass drops. Smocked silk chiffon panel on the dress. Dangle earrings in mink. Wood and mink bag embroidered with Swarovski crystals, sequins and handblown glass drops created with the support of the artist, Man Yau.**

Collection produced with the support of:  
Puntoseta  
Tissages Denis & Fils, Sfate & Combier, Duca  
Visconti di Mondrone Div.Velvis, Atlantic Leather -  
Lodskinn — Première Vision  
Crystals sponsored by Swarovski

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

FASHION COMPETITION

## TEN FASHION DESIGNERS



### Annelie Schubert

**aprons**  
**Womenswear**  
**Germany • France**

**Apron-style coat in wool, fastened with a leather belt in the back, draped elements on the sides, satin finish. Straight leg trousers with darts. Refinished vintage leather shoes.**

Collection produced with the support of:  
Jakob Schlaepfer, Luxury Jersey, Styletex,  
Teseo — Première Vision

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



### Wieke Sinnige

**SOFT SQUARES**  
**Womenswear**  
**Netherlands**

**Silkscreen printed woollen coat. Printed Tyvek® fabric skirt, hand pleated with cutouts. Sandals in a stretch fabric.**

Collection produced with the support of:  
Puntoseta  
Guigou S.A., Jakob Schlaepfer — Première Vision  
Crystals sponsored by Swarovski

FASHION COMPETITION

## HRH The Princess of Hanover

President of the Board of Directors and President of the Literary Board of the Prince Pierre Foundation of Monaco.

President of the Artistic Board of the Prix International d'Art Contemporain (International Contemporary Art Prize).

President of AMADE Mondiale (Worldwide Association of Children's Friends) and the Princess Grace Foundation.

The Director-General of UNESCO, Mr. Koïchiro Matsuura, appointed HRH the Princess of Hanover as a Goodwill Ambassador, in recognition of her personal commitment to the protection of children and families, as well as her contributions to the promotion of UNESCO programmes for educating young girls and women.

HRH Prince Albert II of Monaco conferred the insignia of Commander of Cultural Merit to HRH the Princess of Hanover for her contributions to the development of Arts and Culture within the principality, due to her active involvement at the centre of the Prince Pierre Foundation, the Ballets de Monte-Carlo, the Monte Carlo Philharmonic Orchestra, the Monte Carlo Opera, the Printemps des Arts (Springtime Arts), all of which are Monégasque cultural institutions over which she presides.

Mrs Aurélie Filippetti, the Minister for Culture and Communication in France, awarded the Princess of Hanover with the rank of Commander of l'Ordre des Arts et Lettres (Order of Arts and Letters).

## Caroline de Maigret

Caroline de Maigret is a model, music producer and writer. In Autumn 2014, Caroline has co-authored a book entitled *How to be Parisian Wherever You Are (Love, Style and Bad Habits)*. In July 2014, the French beauty house Lancôme has signed up Caroline de Maigret as its new Parisian Muse.

In other words, she is just undeniably cool, and has that elusive Parisian chic that you find yourself determined to replicate but never quite can.

She is also associated with ONG-CARE specializing particularly in aiding women in difficulty around the world.

## India Mahdavi

Architect and designer, India Mahdavi is based in Paris. Born to Anglo-Persian parents, India Mahdavi spent her childhood between Massachusetts, New York City, Heidelberg, the South of France and Paris. Her style suits her character: polyglot and polychrome. She graduated in architecture (DPLG - Paris), industrial design (Copper Union, NYC), graphic design (School of Visual Arts, NYC) and furniture design (Parson's NYC), before becoming Christian Liaigre's artistic director for 7 years.

Her studio, created in 1999, is known for the diversity of its international projects which explore the fields of architecture and scenography, interior, furniture and object design. Her signature has become a reference for renowned hotels and restaurants such as Condesa DF in Mexico, on Rivington in New York, Monte Carlo Beach in Monaco, the Coburg bar and H el ene Darroze's restaurant at the Connaught in London, suites at the Claridge's in London, H otel Thoumieux in Paris, H otel du Clo tre in Arles, Caf  Fran ais in Paris (Place de la Bastille) in collaboration with M/M (Paris), L'Apog e Courchevel co-signed with Joseph Dirand and restaurant The Gallery at sketch in London.

The interiors she conceives are elegant, fluid, and in relation to the essence of their location. She says, «The location and space are the starting point of all of my projects and each project is like an open question, for which there is a unique answer. Each project tells that inner story.» Her first showroom at 3 rue Las Cases which opened in 2003, focuses on a high end collection of furniture, produced exclusively in France. Designed for her interior design projects, these pieces now constitute a unique body of work which share the same DNA: a sophisticated balance between strong graphics and a glamorous signature.

19 rue Las Cases, India Mahdavi's second showroom, opened in December 2011, focuses on small objects, a radical change of scale. These new pieces, which India also designs and uses for her interior design projects, are now displayed in this fresh and creative hide-away. The 'petits objets' boutique is a free spirited and lighthearted playground that echoes and complements the furniture showroom.

India Mahdavi has become an exclusive brand, offering a complete philosophy, based on a special vocabulary: high end, joyful, nomadic, chic, elegant, 'art de vivre', a certain way of life.

India Mahdavi is the author of *Home Chic*, a guidebook to interior style co-written with journalist Soline Delos and published by Flammarion in 2012. She was rewarded Designer of the Year by famous fair *Sc enes d'int erieur / Maison et Objets*. Recently named to Architectural Digest's 2014 AD100 list, which honors the world's top talents in architecture and design, and granted a special award for international creators by AD Spain's AD Award 2014, India Mahdavi is currently working on residential and public projects throughout the world.

## Anna Mouglalis

Anna Mouglalis is a French actress. Her mother is French and her father Greek. Until 2001, she studied at the Conservatoire National Supérieur d'Art Dramatique in Paris (CNSAD) under the direction of Daniel Mesguich. In 1997, she made her film debut in Francis Girod's *Terminal*. She appeared with Isabelle Huppert in Claude Chabrol's *Merci pour le chocolat* in 2000 and Hugo Santiago's *Le Loup de la côte ouest* in 2001. Her first starring role was in Jean-Pierre Limosin's *Novo* (2002); she also appeared into *Sotto falso nome*, a thriller by Roberto Andò.

In 2003, Mouglalis was in Arnaud Desplechin's *Léo, en jouant «Dans la compagnie des hommes»*. The same year, she appeared in a Greek film by Panos Koutras, *Real Life* (Alithini Zoi). She acted in Michele Placido's *Romanzo Criminale* in 2005, portrayed Simone de Beauvoir in Ian Duran Cohen's telefilm *Les Amants du Flore* co-starring Loránt Deutsch as Jean-Paul Sartre in 2006 and was in Samuel Benchetrit's *J'ai toujours rêvé d'être un gangster* in 2007. In 2009, Mouglalis embodied Coco Chanel in Jan Kounen's *Coco Chanel and Igor Stravinsky*, which was presented at the Cannes Film Festival. In 2010, she played Juliette Gréco in *Gainsbourg : vie héroïque*, written and directed by Joann Sfar.

In the late 1990s, Mouglalis also acted on the stage, appearing in Frank Wedekind's *Spring Awakening*, Martin Crimp's *La Campagne*, Heinrich Von Kleist's *Käthchen of Heilbronn* directed by André Engel and Asa Mader's *Heroine*, in which she played the lead role.

She appeared in Philippe Garrel's *La jalousie* in late December 2013 and Samuel Benchetrit's film *Un voyage* in spring 2014.

Charles-Olivier Michaud is currently directing her in his film *Anna*, which will be out by the end of the year.

## Loïc Prigent

Loïc Prigent has directed several documentaries on fashion including *Signé Chanel, Marc Jacobs et Louis Vuitton*, the series *Le Jour d'Avant* which recounts various houses' preparations for their catwalk shows, and also *Karl Lagerfeld se Dessine, Jean Paul Gaultier Travaille, La Ligne Balmain*. He has worked with Mademoiselle Agnès for the past few years on the series *Habillées pour...* for the French television channel Canal+. He also collaborates on the programme *Le Supplément* also on Canal+ and with the magazine Vogue Paris.



## Carine Roitfeld

Carine Roitfeld, born in Paris, is a French journalist, stylist, and model.

She made her debut as a model then quickly became a journalist, as well as a stylist for *Elle magazine*, and then for French *Glamour*. Her encounter with the designer Tom Ford opened the doors to Gucci and Yves Saint Laurent. Starting in 2001, Carine Roitfeld became the editor-in-chief of *Vogue Paris* for a decade; thus becoming an influential personality in the world of fashion. In September 2012, Carine Roitfeld launched her own magazine, *the CR Fashion Book*, which resulted in the production of a documentary film called *Mademoiselle C*. The following month she was appointed as the «Global Fashion Director» for the thirty or so editions of the magazine *Harper's Bazaar*.

## Sébastien Tellier

Sébastien Tellier is a modern day enigma. A hirsute lothario, conquering hearts with soulful music that brims with a seductive élan. When not composing in his apartment, the Parisian has been shacking up with artists of international repute.

Ever since he marched into the offices of Record Makers and announced himself with the melancholy *Fantino*, a slice of forlorn pop that also graced the soundtrack to Sofia Coppola's *Lost in Translation*, Sébastien has been on a journey, characterized by reinvention and a desire to expose the truth.

The emotive piano-led *La Ritournelle* emerged at this time, becoming the moment where Sébastien truly announced himself to the world.

*Divine*, the lead single of his third record *Sexuality*, was selected to represent France at the 2008 Eurovision Song Contest. A ground-breaking collaboration was also announced with American Apparel as *Sexuality* became the first record to be distributed in their stores around the globe, the sultry overtones of the album fitting perfectly with the ever-provocative stylings of the clothier. Embarking on a *Sexuality world tour*, Sébastien captivated audiences across the globe with shows at Coachella, Paris' Olympia and Shepherds Bush Empire in London. Always striving to present his oeuvre in a fresh and exciting manner, every show reflects the refreshingly individual nature of the man.

Since 2008, he released two studio albums, *My God Is Blue* in 2012, and *L'Aventura* in 2014, as well as a side-project, *Confection* in 2013, an album he played during Chanel's Paris Haute-Couture show.

## Anthony Vaccarello

Fashion designer

## Joana Vasconcelos

Joana Vasconcelos lives and works in Lisbon. She has exhibited regularly since the mid-1990s. After her participation in the 51<sup>st</sup> International Art Exhibition– la Biennale di Venezia in 2005, her work became known internationally. Recent highlights of her career include Trafaria Praia, project for the Pavilion of Portugal at the 55<sup>th</sup> International Art Exhibition– la Biennale di Venezia (2013); a solo exhibition at the Château de Versailles, France (2012); participation in the group exhibition *The World Belongs to You* at the Palazzo Grassi/François Pinault Foundation, Venice (2011); and her first retrospective, held at the Museu Coleção Berardo, Lisbon (2010).

Other highlights include her exhibitions at the Manchester Art Gallery (2014); Tel Aviv Museum of Art (2013); Palácio Nacional da Ajuda, Lisbon (2013); CENTQUATRE, Paris (2012); Kunsthallen Brandts, Odense, Denmark (2011); Es Baluard, Palma de Mallorca, Spain (2009); Garage Center for Contemporary Culture, Moscow (2009); Pinacoteca do Estado de São Paulo (2008); The New Art Gallery Walsall, United Kingdom (2007); Istanbul Modern (2006); Passage du Désir/BETC EURO RSCG, Paris (2005); Centro Andaluz de Arte Contemporáneo, Seville, Spain (2003); Múcsarnok, Budapest (2002); Museu da Eletricidade, Lisbon (2001); and the Museu de Arte Contemporânea de Serralves, Porto, Portugal (2000).

Her work is represented in private and public collections such as: Amorepacific Museum of Art; Caixa Geral de Depósitos; Câmara Municipal de Lisboa; Centro de Artes Visuales Fundación Helga de Alvear; Domaine Pommery; FRAC Bourgogne; Fondation Louis Vuitton pour la création; Fundação EDP; Gerard L. Cafesjian Collection; MUSAC; Museu Coleção Berardo; Pinault Collection.

## Olivier Zahm

Olivier Zahm worked as an art critic for *Artforum*, *Flash Art*, *Art Press* and *Texte Zur Kunst* during the 1980s and early 1990s. He is a renowned curator and has worked with over 150 exhibitions of contemporary art throughout the world, including institutions like PS1, MoMA, and Centre Pompidou. In 1992, he founded *Purple Prose magazine* (1992 - 1998) with Elein Fleiss, and the publication has created spin-offs like *Purple Fiction* (1992 - 1998), *Purple Sexe* (1998 - 2001), *Purple magazine* (1998 - 2003), *Purple Journal* (2004 - present), *Purple Fashion* (1995 - 1998, 2004 - present), and *Purple Books*, a publishing house. The «realistic», sometimes dubbed «anti-fashion»-, aesthetics of *Purple* was a reaction against the glamour of the 80's, and can be linked with the global counterculture of that time, with the work of Juergen Teller, Terry Richardson, Wolfgang Tillmans, and Mario Sorrenti. In 2014, Olivier Zahm published his first book of his own work as a photographer, *O.Z. Diary*, with Rizzoli.

# FASHION AWARDS

The Galeries Lafayette group will give visibility to the work of the awarded stylists in the Galeries Lafayette's network.

Mercedes-Benz will invite one of the awarded designers to showcase his or her collection during the Mercedes-Benz Fashion Week Berlin S/S 2016, in collaboration with the German edition of ELLE magazine.

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.

## **Two prizes will be awarded:**

### **• Le Grand Prix of the Jury Première Vision, which consists 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

- a collaborative project with some of CHANEL's Métiers d'art, up to 15,000 euros

- a collaboration with Petit Bateau on one or more of its products which are emblematic

### **• The Chloé Prize is granted:**

- a grant of 15,000 euros

Other special awards might be given by the members of the jury.

# FASHION AWARDS DOTATIONS

## Première Vision

A festival partner since 2011, **Première Vision** is sponsoring the Grand Jury Prize for the third consecutive year. The winner of the **Première Vision Grand Jury Prize** receives a 15,000 euro award and a high level of exposure to fashion professionals at **Première Vision Paris** and **Première Vision New York**.

But **Première Vision's** commitment goes beyond the prize and support provided to the winner. The 10 finalists are also put directly in contact with top international companies to help them create their collections. They are thus given the opportunity to work with the exhibitors from the **Première Vision Fabrics, Première Vision Yarns, Première Vision Accessories, Première Vision Designs, Première Vision Leather** and **Première Vision Manufacturing** shows.

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

## CHANEL

The prize-winner of the Grand Prix of the Jury **Première Vision** will have the opportunity to undertake a project with **CHANEL's Métiers d'art** united under **Paraffection**, that will finance the development of silhouettes in their ateliers with the value of 15,000 euros.

**Paraffection** unites amongst others, the feather and flower maker **Lemarié**, the embroiderers **Lesage** and **Montex**, the shoe maker **Massaro** and the hat maker **Maison Michel**. These highly skilled craft-houses and privileged suppliers to the luxury industry - the top names in **Haute Couture, Ready-to-Wear** and young designers - are the holders of exceptional and rare traditional know-how. Their archives constitute a veritable cultural and artistic heritage and are a source of inspiration to the fashion designers who come to consult them. Indispensable to fashion, they innovate with complete independence, and seek out perfection and the most exacting interpretations for creators.

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

## Chloé

As the official sponsor of the International Festival of Fashion and Photography in Hyères for the fourth consecutive year, Chloé perpetuates the Maison's commitment to supporting emerging designers, initiated by its founder Gaby Aghion. Since the 1950s, Chloé has cultivated a new wave of fashion talent, engaging young designers throughout its history to design a wardrobe for a free, active and elegant woman.

The Chloé Prize consists of a 15,000 euro grant awarded to one of the ten finalists of the fashion competition, marking a continuing engagement towards emerging talent for the future. It is in this spirit that Chloé invites each designer to create a custom silhouette faithful to the Chloé attitude.

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

## Mercedes-Benz

In the context of its commitment to nurturing tomorrow's design talents, Mercedes-Benz is pleased to partner for the fourth time with the prestigious International Festival of Fashion and Photography in Hyeres. Mercedes-Benz is delighted to award an outstanding opportunity to one contestant in the fashion competition.

In cooperation with ELLE Germany, the winner of the Hyeres Grand Prix will be invited to present his or her collection at the Mercedes-Benz Fashion Week Berlin S/S 2016. Mercedes-Benz Fashion Week Berlin is Germany's most important fashion platform for both emerging talent and established brands, and attracts over 200,000 buyers and members of the press each season.

Mercedes-Benz will further collaborate with the Festival of Hyères in supporting The Formers exhibition space, enabling 12 of the former Festival Hyères designers to showcase their newest creations. The exhibition will be staged by the conceptual artist Marc Turlan.

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

Mercedes-Benz Fashion Week Berlin will take place in July 2015.

## Groupe Galeries Lafayette

The Galeries Lafayette group is proud to bolster its support to the International Festival of Fashion and Photography in Hyères by giving visibility to the work of the awarded stylists in the Galeries Lafayette's network. Since 2011, and according to the schedules of the villa Noailles as well as of the fashion weeks, the collections of the prized fashion designers are showcased in the windows of the Galeries Lafayette in Toulon, Paris or Berlin. In 2015, the Group also works for the first time with one of the contest's finalists to design a capsule collection. The Galeries Lafayette's engagement echoes the Festival's mission: give these young talents the means of developing tomorrow's fashion and introduce them to a wide audience.

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

## Petit Bateau

Petit Bateau will collaborate with the Grand Prix du Jury winner on one or more of its flagship products. Petit Bateau will manufacture the clothes designed by the winner and distribute them in selected stores worldwide. The clothes from this collaboration will also be presented and sold the following year in Hyères. Petit Bateau will guide the winner in his or her research by revealing his or her collections and industry know-how. The winner will also receive a percentage of the sales from this collaboration.

[www.petit-bateau.com](http://www.petit-bateau.com)

## Givaudan

Givaudan has created a perfume for each of the ten competing stylists. Each stylist has worked with a perfumer from Givaudan in order to create a perfume which captures the essence of their collection. These perfumes will be presented during the Festival, to the jury on friday, and in the showrooms on saturday and sunday.

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

## EXCEPTION de MIXMIND

**EXCEPTION de MIXMIND, established in 1996, is one of China's longest-established and most successful fashion labels. Deeply rooted in Oriental philosophy, EXCEPTION tries to realize a contemporary lifestyle of Chinese aesthetical modernity.**

**EXCEPTION has been always encouraging creativity and originality. It's a great honor to begin the partnership with the International Festival of Fashion and Photography in Hyeres, which is a great platform for young creative talents. EXCEPTION will offer 1-2 selected designers solid opportunities of work and exposures in China, with projects on agreed topics.**

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

## Swarovski

**Swarovski supports young designers at Hyères 2015**

**Once again, Swarovski is supporting the 30th Festival International de Mode et de Photographie from April 23-27, 2015, in Hyères, France. A major event on the world's creative calendar, it has helped launch some highly respected names—Viktor & Rolf, Christian Wijnants, Maxime Simoëns and Yiqing Yin are just a few.**

**Ten participants in each of two categories—fashion and photography—will have their work assessed by an expert international jury. For 2015, these include for fashion Virginie Viard, CHANEL's Creative Studio Director and for photography Eric Pfrunder, Image Director at CHANEL Fashion. Finalists receive an assortment of sparkling crystals from Swarovski to use in their designs.**

**Hyères underlines the importance Swarovski places on encouraging new design talent and showcasing crystal's creative versatility, which it has been doing here since 2009.**

[www.swarovski.com/crystals](http://www.swarovski.com/crystals)

## FASHION AWARDS DOTATIONS

### Eyes on Talents

**Eyes on Talents, the first online platform used by creative brands to discover and connect with today's best talent is pleased to partner for the third time this year with the renowned 30th International Fashion and Photography Festival, in Hyères. All finalists of both categories will be invited to have their online page with profile**

**and portfolio on Eyes on Talents. In addition, the Festival of Hyères winners will benefit from special communication towards Eyes on Talents member brands.**

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

### Puntoseta

**Puntoseta, the Italian fabrics company, has offered support to the ten selected stylists, by providing each of them with and/or manufacturing for them a special fabric. It will also offer the prize-winners (Grand Prix du Jury, etc.) the opportunity of creating a personalised fabric for their next collection.**

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

### Catwalk Pictures

**CatwalkPictures offers the pictures of their next fashion show during Paris fashion week to all the Award winners.**

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



# BROADCAST

## Galleries Lafayette Group

In honor of the 30th anniversary of the Festival, the Galleries Lafayette make possible the live broadcast of the Hyères Festival's fashion show in:

- Paris, in the windows of the Galleries Lafayette boulevard Haussmann
- Toulon, in the théâtre Liberté
- Hyères, on the Massillon square
- Berlin, in the French Embassy, organized by the Galleries Lafayette of Berlin

Thus, the Group bolsters its support to the Festival for the fourth consecutive year. Thanks to its sponsorship, the Galleries Lafayette enable the involvement of a wide audience in this key event of the international art scene.

Free entrance

## Place Massillon, Hyeres

The catwalk shows taking place on Saturday 25th will be broadcast live, for free, to the general public, on place Massillon and Tour des Templiers. During this event, the shops on the place Massillon will remain open until the conclusion of the catwalk shows.

- Friday, April 24th 7.30pm, place Massillon
- Saturday, April 25th 8.30pm, place Massillon
- Sunday, April 26th 6.30pm, follow by the awards ceremony, Tour des Templiers, 1st floor

On Saturday, April 25th, the catwalk shows will also be broadcast in Toulon, Paris, Berlin, Brussels, and on our partner sites.

## Théâtre Liberté, Toulon

The Théâtre Liberté of Toulon, under the direction of Charles and Philippe Berling, is partnering with the Festival and will be broadcasting the catwalk shows live on Saturday April 25th. Arrangements will be in place that will allow the general public to gain free access to two areas where the shows will be screened: in the lobby via a big screen and in the more intimate setting of the theatre bar.

# BROADCAST

## **Flagey, Brussels, Belgium**

[www.madbrussels.be](http://www.madbrussels.be)

[www.flagey.be](http://www.flagey.be)

## **Partners Sites**

**Videos and photos will be available on our partner sites throughout the Festival.**

FASHION COMPETITION

# PHOTO COMPETITION

**Shortlisted photographers**

# SHORTLISTED PHOTOGRAPHERS

## **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 24<sup>th</sup> of May.

**High resolution pictures on demand to the press office**

• **Jeannie Abert**  
France

• **Sushant Chhabria**  
India

• **Sjoerd Knibbeler**  
Netherlands

• **Wawrzyniec Kolbusz**  
Poland

• **Evangelia Kranioti**  
Greece • France

• **David Magnusson**  
Sweden

• **Filippo Patrese**  
Italy

• **Thomas Rousset**  
France • Switzerland

• **Polly Tootal**  
United Kingdom

• **Oezden Yorulmaz**  
Germany • United Kingdom

PHOTO COMPETITION

# PHOTOGRAPHY JURY

**Photography curatorship**  
Raphaëlle Stopin

**Eric Pfrunder**

Image Director at CHANEL Fashion  
Head of photography Jury

• **Anne Cartier-Bresson**

Director of the Atelier de Restauration  
et de Conservation des Photographies  
de la Ville de Paris (ARCP)

• **Cécile Cassel**

Actress and singer

• **Stephen Gan**

Founder of Fashion Media Group LLC

• **Kamel Mennour**

Gallerist

• **Jean-Luc Monterosso**

Founder and director of the Maison  
Européenne de la Photographie in Paris

• **Eric Pillault**

Creative director

• **Céline Sallette**

Actress

• **André Saraiva**

Artist

• **Gerhard Steidl**

editor and independant printer

• **Solve Sundsbø**

Photographer

PHOTO COMPETITION

## TEN PHOTOGRAPHERS



### Jeannie Abert

France

Jeannie Abert takes photography as her starting point as a database of experimental research which she sees as a raw material that she then manipulates. She searches in pre-existing iconographic banks and appropriate the images. Thumbing her nose at the screen, a paradigm of the contemporary view, she questions the images by bringing them back to a material state. There are so many axes and interpenetrations which define a genetically hybrid operation - contact photography, scanned, printed, photocopied images, reproduced so much so as to lose their definition - material - grain - frame photography which can meet up with drawing - painting - textiles. Her intention is to stimulate the gaze by changing the points of view. She plays with the production and diffusion processes of the image. Jeannie Abert questions the medium of photography by trying to build a «play area» which could open new visual preoccupations.

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

#### Jeannie Abert

graduated from Ecole Nationale Supérieure de la Photographie, Arles, France in 2013. She was an artist in residence at International Center of Photography, New York in 2012. She exhibited her work at Rencontres Internationales de la photographie, Arles.

In 2014 she received the OBLICK award, Strasbourg, and had her work featured at Unseen Photo Fair, Amsterdam.

## TEN PHOTOGRAPHERS



### Sushant Chhabria

India

**In 2013, Sushant Chhabria started collecting pictures of dead people from obituaries. After over a year of collecting, he decided to digitally interchange their facial features and clothing to give birth to new beings. This process of recycling the dead runs parallel to his belief of the soul constantly travelling from one incarnation to another. Birth and death of the body is a cycle of re identification and de identification.**

***In loving memory of* does not intend to breed the fear of death but instead offers another way of looking at it by using a digital technique to understand an ancient belief. The facial expressions of these new borns is one way of reflecting how we as a modern society of believers and non believers respond to the idea of re incarnation.**

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

#### **Sushant Chhabria**

studied at the Symbiosis Institute of Design, Pune, India. He participated to group exhibitions in Kuala Lumpur in 2010 and in New York in 2013.

## TEN PHOTOGRAPHERS



### Sjoerd Knibbeler

Netherlands

Over the last two years, Sjoerd Knibbeler has been developing a project in which he challenged himself to photograph wind. The invisibility and motility of wind constitute the primary parameters of his research. He works associatively and tries to translate large subject matters like aviation, aerodynamics and climatology to his own personal scale. Everything he photographs is real, yet he loves to create a tension which doubts that. He does not manipulate photographs, but rather manipulates the materials he photographs.

*Current studies* is an ongoing series of short-lived experiments he conducts in his studio. Using basic DIY materials he constructs sets in which he tries to shape, surround and capture air currents. His aim with each *Current study* is to question the relationship between the flat, silent and still surface of the photograph and the movement and expansiveness of the space it is evoking.

The paper planes series consists of 16 paper models of aircrafts that have never made it past the drawing board. Sjoerd Knibbeler was able to recreate these models based on information, technical drawings and «artist impressions», which he predominantly found online. Some of these aircraft designs are over 80 years old and if they have failed as physical aircrafts, they still fly around the world as ideas – in the virtual form of data.

#### Sjoerd Knibbeler

studied at The Royal Academy of Fine Art, The Hague.

His works were featured at Unseen Photo Fair by Gallery LhGWR, in 2014. In 2012, he participated in the Noorderlicht Photography festival.



## TEN PHOTOGRAPHERS



### Wawrzyniec Kolbusz

Poland

Wawrzyniec Kolbusz's artistic interest revolves around the hidden patterns of social, cultural and political behaviour, approached conceptually. His works, marked by ambiguity and the relationship between medium and politics, often use the language of minimalism.

His latest *Sacred Defence* series documents construction of the fake war images in Iran and creates new war-related simulacra in digitally amended satellite images of Iranian nuclear sites. Images make us believe we see the war. We are looking at illusions, however. We follow how the war simulacra of political importance are being constructed within different places. Cinema city, constructed only for the purpose of shooting war movies, created not to be experienced itself, but only to become an image of war. Or museums, which mimic wartime reality in the smallest detail; with wax figures of dead heroes; and plastic replicas of antipersonnel mines sold as souvenirs. From a play between a copy and the original, author leads us to the point where he creates new simulation. He amends satellite images of the Iranian nuclear sites with mutually exclusive versions of destruction, hypothetically caused by the Western strike. Buildings destroyed in some images stand intact in others; all parallel versions of the same event are presented on a one satellite map.

Wawrzyniec Kolbusz studied at the Academy of Photography, Warsaw, Poland. Amongst the group shows and festivals he participated to, are TIPhP Festival, Tirana, Albania in 2014 and the Braga Festival in Portugal (where he was finalist of Emergentes International Award)

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

PHOTO COMPETITION



## Evangelia Kranioti

Greece • France

As a Greek native, Evangelia Kranioti has always considered the sea as her motherland, generating a series of concepts strongly linked to the theme of desire. Thus in 2005, she decided to pursue an ambitious artistic and anthropologic research, focusing on the life, travels and intimacy of sailors across the world. Prostitutes of the ports form an archetypical couple with sailors, offering an exciting metaphor on wandering, desire and man's elementary relationship with the Other. In order to better understand what drives these Ulysses' journey and Penelope's waiting, Evangelia Kranioti decided to embark as a sailor. Only woman during her numerous crossings on board of tankerships, cargos and containers of the Greek merchant navy, she travelled in the ports of 20 countries. The works she has produced over this period include a vast photographic corpus and 450 hours of footage which lead to her first documentary feature, released in 2015.

### Evangelia Kranioti

a graduated from Le Fresnoy in 2014, previously studied at l'Ecole Nationale des Arts Décoratifs, Paris, France. Her work was displayed in group shows at the New York Photo Festival in 2012 as well as during Paris Photo in 2013 (Galerie du Jour).

## TEN PHOTOGRAPHERS



### David Magnusson

Sweden

From 2010 to 2014, David Magnusson dedicated himself to his series «Purity». During this time period, he photographed and interviewed young girls and their fathers who had participated in Purity Balls ceremonies in the United States, where the girls promise to stay abstinent from sex until marriage, while their fathers pledge to protect them in their choices.

When he first heard about the Purity Balls he was at first shocked by the meaning of these rituals and their use of the visual symbolism and formal wear traditionally reserved for Christian marriage ceremonies. He said he could not help to imagine «angry American fathers sitting on their porches with shotguns in their laps, terrified of anything that could hurt their daughters and prepared to do anything to protect their families' honor.» But as he learnt more, he understood that the fathers, like all parents, simply wanted to protect the ones that they love – in the best way they knew how. It was also often the girls themselves that had taken the initiative to attend the ceremonies, in many cases with fathers who didn't know what a Purity Ball was before first being invited by their daughters.

The more he learned, the more he was surprised that he had been so quick to judge people he knew so little about. David Magnusson was struck by the idea that what set us apart wasn't anything more than how we had been influenced by the culture we grew up in and the values it had instilled in us. To explore how our own experiences affect our reactions to what we encounter, he wanted to photograph, in his own words, «portraits so beautiful that the girls and their fathers could be proud of the pictures in the same way as they are proud of their decisions – while someone from a different background might see an entirely different story in the exact same photographs.»

[www.davidmagnusson.se](http://www.davidmagnusson.se)

**David Magnusson**  
studied at the Nordic School of Photography in Sweden. He exhibited his work at Pulse Contemporary Art Fair, Miami in 2014, and the Swedish Museum of Photography, Stockholm.

PHOTO COMPETITION

## TEN PHOTOGRAPHERS



### Filippo Patrese

Italy

Since Filippo Patrese was studying architecture, his approach to photography was orientated in founding and understanding relationships between a potential territory and his surroundings in order to figure out the identity of a context where the project would have been set up. He has found that the act of manipulating a context could be provocative as well as investigating it: both of the processes are affected by a whole multitude of assumptions relating to the nature of beauty, truth, gender, class, culture. With the series *Corrections*, Filippo Patrese looks at a big archive of about thirty thousand sheets made by two photographers of a small town in Emilia, Italy. They mostly worked as portraitist in particular for ID documents from 60's until 2009. Before to adopte the Polaroid Portrait Camera and later the digital, they were used to take portraits on large format film and then to retouch them in order to obtain a result clean from beauty flaws. A pencil and substance called *mattoleina* (spread on the negative) were their instruments. These technics were called, back in the nineteenth century, *photo cold cream*. Clients were hard to please and the final result hardly satisfied their ideal representation. The gallery of portraits which arose from Filippo's photographic act are saturnine ghosts, unconscious from their own features.

#### Filippo Patrese

holds a Master in Photography and Visual Design, NABA, Milano. He has participated at the International Festival of Photography in Roma, 2014.

PHOTO COMPETITION

## TEN PHOTOGRAPHERS



### Thomas Rousset

France • Switzerland

**Thomas Rousset photos offer an ambiguous overlapping of representations and realities, a mixture that is constantly flirting with the limits of real life and imagination, and result in a staging device that plays with the codes of both fairytales and realism. Here routine and strangeness dovetail, the Here and the Elsewhere become indistinguishable, tracks are covered up, time and space slowly crumble.**

**The framework rests on the setting, often dipping in Fellini for inspiration in its colors or Kusturica in its folly. The situations showcased are absurd and create a picturesque and playful world. The subjects, who often take the central position in terms of composition, seem to come from a different time or culture. Their adornments and costumes only reinforce this melting pot of traditions. Animals also hold a very significant role, through ritual or even sacred function.**

**Cultures are hence rethought and transformed into bridges. Borders are no longer considered as walls but rather as areas of contact. This is therefore a resolutely utopian world, and these series, the result of a sudden awareness of how shallow the notion of community has become in our contemporary Western world.**

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

#### Thomas Rousset

studied photography at l'ECAL (Ecole Cantonale d'Art de Lausanne). His work was featured in the Festival de la Jeune Photographie Européenne, in Paris, 2014 as well as in the Talent Issue of FOAM Magazine, 2013.

## TEN PHOTOGRAPHERS



### Polly Tootal

United Kingdom

**Polly Tootal is a photographer of British landscapes, she travels on journeys through cities, towns and villages, passing suburbs and countryside along rivers and following coastlines. The landscapes she registers are not likely to be found in any popular chronicle of the land, rejecting as they do the obvious beauty or grandeur of things and instead existing in the spaces in-between, the ones that are passed through every day, so nameless as to be embedded deeply into our consciousness and then forgotten. They are spaces marked with the richness of human activity, yet bereft of human presence.**

**Common elements hold the project together. The images often lie upon thresholds and boundaries, liminal zones, between urban and rural, leisure and industry, lived-in and discarded. Whether suburban, urban or rural, the subjects have, for the most part, been seen from the road; discovered and observed from the inside of a car. This might be another reason for the strange familiarity the images possess, their sometimes- disturbing déjà vu. Warehouses, business parks, shopping centers, waste-ground, motor- ways, car parks: the non-places that quietly fill up our lives, the sites of transience.**

**The flipside of anonymity is universality. The universal anonymity of these photos tells another story of modern Britain. It whispers of the silences of sterilised life, the hypermodern, supermodern, whatever you want to call it illusion that history has reached an end- point. Banality, apathy, convenience.**

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

#### **Polly Tootal**

has lived and worked in London since graduation at the University of Brighton, Editorial Photography, BA Hons in 2001. Lately, she has exhibited her work at Palazzo Rialto, during the Architectural Biennial in Venice and at Adamsonfinearts Gallery, Le Marche, Italy in 2014

PHOTO COMPETITION

## TEN PHOTOGRAPHERS



### Oezden Yorulmaz

Germany • United Kingdom

Oezden Yorulmaz is interested in how photographic images play an important aspect of self-definition within the western society he cohabits.

He plays in his work with the borders and the limitations of photography's try to represent reality. He often uses himself as the main protagonist and creates male performs that is acting a narrative or mental state within the space of images or locations.

*In Ed Meets Jack* he created a fictional story, told through a series of photographs, which resemble a sequence of film stills. By using props or costumes he is trying to create a persona or situation that is aiming to reproduce an authentic atmosphere that only exists within in the space of the image. The photograph acts as a springboard between his performance and the observer and is limited to each one own presumption and experience.

#### Oezden Yorulmaz

studied photography at The Royal College of Art, London. He exhibited his work at Splinter Independent Photography Fair in 2013, and in various group and solo shows in London. He participated in Brighton Photo Fringe in 2009.

PHOTO COMPETITION

## JURY PHOTO

### Anne Cartier-Bresson

Anne Cartier-Bresson, general heritage curator, is director of the Atelier de Restauration et de Conservation des Photographies de la Ville de Paris (ARCP) since it was created in 1983.

She holds a doctorate in Art History (with a module in Contemporary Art, Historical and technical research from the University of Paris I), she also holds a masters in the Conservation and Restoration of Cultural Property, along with a degree in History and Archaeology from the University of Paris I.

She is in charge of the Photographic section within the department of restorers at the Institut National du Patrimoine (Inp), and teaches within various institutions in France and abroad.

She has published numerous articles and contributed to various works on the history, techniques, and methods of photographic conservation.

Since 1994, she has been responsible for curating exhibitions on Parisian and foreign photographic collections.

She is the administrator of Henri Cartier-Bresson Foundation, and the French Society of Photography.

### Cécile Cassel

Cécile Cassel is an actress and a singer.

She made her first appearance in *La Bande du Drugstore* in 2002, and evolved internationally by co-starring in *Head in the Clouds* with Penelope Cruz and Charlize Theron, and in season 5 of *Sex And the City*.

Cecile Cassel's band *Hollysiz* has a parallel success; she records her first album: *Come Back to Me* (Warner Music) and in 2014, she is nominated as «Best Artist to Watch» at French Victoires de la Musique.

This year, Cécile Cassel has been selected as the new Face of Rochas fragrance, *Secret de Rochas*. She is presently touring with her band *Hollysiz* after a sold out concert in Paris.



## JURY PHOTO

### Stephen Gan

Stephen Gan is the founder and president of New York-based Fashion Media Group, the company that publishes *V Magazine* and *Vman*, (of which he is the editor-in-chief and creative director). Both publications have received critical acclaim over the past decade, and continue to be New York's leading influence in fashion, art, and culture. He also publishes the three-year-old fashion bible *CR Fashion Book*, edited by Carine Roitfeld. In addition to his positions at Fashion Media Group, he serves as the creative director of U.S. *Harper's Bazaar*, as well as all 31 editions of *Harper's Bazaar* around the globe.

In 2001, he became the youngest recipient to receive the Council of Fashion Designers of America's Creative Visionary award.

Prior to starting Fashion Media Group, Stephen Gan served as fashion editor at *Details*. He has also been a contributing style editor, a freelance art director, and photographer. He has designed catalogues for fashion exhibitions at the Louvre and New York's Metropolitan Museum of Art. He has also collaborated on two books, *Visionaire's Fashion 2000: Designers at the Turn of the Millennium* and *Visionaire's Fashion 2001: Designers of the New Avant Garde*.

### Kamel Mennour

Galery Kamel Mennour

### Jean-Luc Monterosso

Jean-Luc Monterosso is a university graduate in Philosophy. He is the founder and director of the Maison Européenne de la Photographie (Paris), which opened in 1996. He created the first Month of Photography in Paris in 1980, and the European Month of Photography in 2004. He has collaborated on several publications and has curated a great number of exhibitions in France and also abroad. He is the co-founder, with Dominique Goutard, of the art video magazine, *Arte Video Night*, broadcast on Arte.

## JURY PHOTO

### **Eric Pillault**

**Éric Pillault is a creative director based in Paris. He has worked as a freelance graphic designer and as a D.A. for magazines. It was through *20ans*, in 1996, that he started to work with Terry Richardson, Nathaniel Goldberg, and Mark Borthwick... From 2003 and for the next seven years, he set the tone in the monthly edition of *Jalouse*; an extremely creative space for numerous photographers such as Jean-Baptiste Mondino, Araki Nobuyoshi, Duane Michals and Homma Takashi.**

**In 2011, alongside Marie-Pierre Lannelongue, he successfully launched the weekend supplement '*M*' for the *Le Monde* newspaper. Neither a newspaper nor a woman's magazine, *M* carefully blends the best of current affairs and style. It has won numerous awards ever since its début, seducing readers and advertisers alike by collaborating each week with the biggest names in photography, such as Juergen Teller, Paolo Roversi, Peter Lindbergh, Mario Sorrenti, Alasdair McLellan, Bruce Weber...**

**He is a multidisciplinary artist, regularly designing beautiful artists' books which he edits and publishes from end-to-end. In parallel with all these activities, he also works with the studio FunnyBones on numerous visual identity, design and brand advice for the worlds of contemporary art, fashion, luxury, and culture**

## JURY PHOTO

### Céline Sallette

A student of the theatrical arts, Céline Sallette began with Laurent Laffargue on Shakespearian texts and with Daniel Keene, then entered the French National Conservatory of Dramatic Arts in Paris, where she trained from 2003 to 2006.

The actress began her career as a member of the cast of *Regular Lovers* in 2004. In 2005, she was featured in *Murderers* by Patrick Grandperret and appeared in *Room of Death* by Alfred Lot, *The Great Alibi* by Pascal Bonitzer, *La Grande Vie* by Emmanuel Salinger and *Hereafter* by Clint Eastwood.

In 2007, the actress played the role of Suzanne in *Figaro*, a film made for television and directed by Jacques Weber. She made a definitive impression in 2010 with *A Burning Hot Summer* by Philippe Garrel, where she incarnated one of the film's four main characters. The same year, she played Clothilde in *House of Tolerance*, a film directed by Bertrand Bonello that tells the story of a luxurious Parisian brothel.

In 2011 Céline Sallette appeared in *Rust and Bone* by Jacques Audiard and had the leading role in *Ici-Bas*, a film by Jean-Pierre Denis.

In 2012, she was featured in *The Returned*, a television series broadcast on Canal +, and, most notably, in *Capital* by Costa Gavras.

The following year, she played in the film *One of a Kind* by François Dupeyron, as well as in *Wild Life* by Cédric Kahn and *La French* by Cédric Jimenez (along with Jean Dujardin and Gilles Lellouche), and was the lead in *Geronimo* by Tony Gatlif.

In 2014, Céline Sallette made *Je vous souhaite d'être follement aimée* by Ounie Lecomte, *Les rois du monde* by Laurent Laffargue and *Tsunami* by Jacques Deschamps. She was also featured in season two of *The Returned* and began shooting *Cessez le feu* (Ceasefire), a film by Emmanuel Courcol.

## JURY PHOTO

### André Saraiva

André Saraiva, first began his career in the 1980s on the streets of Paris, when he began painting his graffiti on the walls of the city. In the 1990's, Saraiva created an "alter-ego" named Mr. A – a lanky, joyful character with a round head and big smile, who began invading the storefronts, metro stations, postboxes and abandoned buildings of cities across Europe. As Mr. A's travels grew to a global scale, subtle changes to his appearance and attire – a top hat, an X-shaped eye, wings, and even a female counterpart – gave depth to Saraiva's character.

Never losing the style or content of his original writing, André Saraiva has been exploring other artistic fields and mediums; namely installations, painting, serigraphy, editions, and lately short films, photography and video.

### Gerhard Steidl

Born in Göttingen, Gerhard Steidl is an independent printer and publisher. Beginning his career in 1967 printing exhibition posters, Steidl soon began working with Joseph Beuys for whom he printed all his multiples. In 1972, the first Steidl book *Befragung der documenta* (Questioning documenta) was published. From political non-fiction Steidl then expanded into literature; today Steidl holds the world rights to the work of Nobel Prize laureates Günter Grass and Halldór Laxness. In 1996 Steidl launched an international photobook program, whose photographers and artists include Robert Frank, Karl Lagerfeld, Ed Ruscha, William Eggleston, Robert Adams, Berenice Abbott and Juergen Teller.

### Solve Sundsbø

Photographer

# PHOTOGRAPHY AWARDS

## • The Photography Grand Prix of the Jury

The photography jury 2015 - constituted by international leading personalities from the art and publishing worlds - meets during one-by-one portfolio reviews, each of the photographers shortlisted in the competition. At the end of the meetings, the jury will award one of them of the Photography Grand Prix of the Jury, which distinguishes the originality of the author's vision and artistic approach.

CHANEL supports the Photography Grand Prix of the Jury, where the prize-winner will receive a donation of 15.000 euros.

By supporting creativity in the field of photography at the Hyères Festival, where unique visions and highly perceptive interpretations span all cultures and barriers, CHANEL perpetuates an initiative originally created by Mademoiselle Chanel. Committed to the power of image and outstanding beauty, CHANEL cultivates the style and taste of the moment with inherent understanding and distinction.

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

## • Elie Saab

For the 30th International Festival of Fashion & Photography in Hyères, ELIE SAAB is pleased to announce its first partnership. One talented photographer will be offered a commission of 6000 euros and an artistic residency of three weeks in Beirut to produce a series on the city. ELIE SAAB is enthusiastic to see Beirut through new eyes and hopes to broaden horizons and perceptions through this project.

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

## • Eyes on talents

Eyes on Talents, the first online platform used by creative brands to discover and connect with today's best talent is pleased to partner for the third time this year with the renowned 30th Festival International Fashion and Photography in Hyères. All finalists of both categories will be invited to have their online page with profile and portfolio on Eyes on Talents. In addition, the Festival of Hyères winners will benefit from special communication towards Eyes on Talents member brands.

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

# **EXHIBITIONS**

# SHORTLISTED ARTISTS

- **CHANEL**
- **Karl Lagerfeld**
- **Arnold Goron**
- **Lorenzo Vitturi**
- **villa Noailles 1995**
- **La fabrique de l'image : les Noailles et la mode**
- **Kenta Matsushige**
- **Erik Halley**
- **Cécile Bortoletti, Camille Vivier**
- **Antoine+Manuel, les 30 ans du Festival**
- **Exhibition magazine**
- **Thierry Boutemy**
- **Niki Noves**
- **Gio Black Peter**
- **The Formers**
- **Tailor Books**
- **Jogging**



## **CHANEL**

### **Innovation**

**A dress embroidered with bags of sequins, another in neoprene clad in precious Calais lace, netting and embroideries in concrete, skilful pleats evoking origami, and airy, flame-like feathers casting a blur on the transparency of mousseline... CHANEL Haute Couture is never contrived, it tests the limits of know-how as like it surprises by pushing back all preconceptions. At its absolute best, the luxury creative world expresses itself through the permanent pursuit of perfection. This constantly reinvented construction of beauty feeds on a desire for innovation, its most outward appearances take form in the variations on a style and are merely just the tip of the iceberg. What lies below is orchestration and is not immediately revealed at the outset. All begins with Karl Lagerfeld's drawings and indications, followed by the joint-efforts of the studio and the CHANEL workshops, along with those of the Métiers d'art. Researching, refining and questioning all enable it to advance and move ahead.**

**Karl Lagerfeld has turned CHANEL Haute Couture into a creative think-tank where the highest degree of different skills and craftsmanship (of the embroiderers, feather workers, finery, glove and shoe makers, fine-metal workers and hat makers) continually integrate new materials and ways of working capable of interpreting the most audacious ideas, and of bringing the wildest of all dreams to life.**



## CHANEL



This may start from an urge to use a new material in the construction of refined embroideries or in a vest made from light and airy netting, from the desire to sculpt without seams the neoprene usually designated for sport, or from the wish to obtain startling new effects with feathers, beads and sequins. This refinement made up of invention, multiple propositions, apparent lightness and grace is the product of the great rigour necessary in the construction process. The rigour that achieves perfection in cutting and in honing down silhouettes that break away from Haute Couture's sometimes nostalgic image can also be found in the finest of details, or in a kind of luxury that is more of a feeling than just something that is seen.

The models presented in this exhibition are a testimony to this experimentation, as if from a contemporary conception of Haute Couture that draws its sustenance from the here and now, and translates the aspirations and feelings of the moment. Modernity is revealed as much through the freedom of the silhouettes as by the introduction of what are basically technical materials into Haute Couture, as much in the complementary natures of arts and crafts and technology, as through a certain conception of allure that smashes up the codes and plays on the contrasts, for example, in an entire collection shod in sneakers. Innovation is also about demonstrating that luxury does not lie in a surplus of signs, but has a rather more distinctive nature when it takes the form of modesty in appearance, lightness and fluidity. Here, Karl Lagerfeld's reflections share points in common with Mallet-Stevens'.

The CHANEL creations presented in this exhibition held at the villa Noailles echo in its conception a luxurious and sophisticated architecture – one with an appearance that is yet simple and clear-cut. Architecture born of a desire for comfort and freedom which are both part of the same aspiration for originality and beauty.

Françoise Claire Prodhon



## Karl Lagerfeld

### Three Worlds

**Does one become a photographer by choice or by necessity? In the case of Karl Lagerfeld, the answer is simple: it was a challenge he wanted to take up.**

**It all began more than twenty years ago, when Karl Lagerfeld was disappointed by the press photographs for his latest collection. And so, encouraged by his collaborator and friend Eric Pfunder, he moved to the other side of the lens and began taking pictures.**

**The photographs displayed at the villa Noailles are one illustration of the brimming occupations of this man of taste and culture who has chosen to define the beauty of lines, shapes and colours through fashion and photography. A man who dedicates his life to images, day after day, his only prerogative to invent new ways of seeing in the light-heartedness of the moment.**

**Karl Lagerfeld's motto is to see, to see *it all*, relentlessly, with curiosity and enthusiasm, and to choose his motif. He is then free to create portraits, to depict landscapes, architecture, nudes or still-lives as he wishes.**

**When taking fashion photographs, Karl Lagerfeld always makes multiple pictures in his studio. Which type of camera he uses is inconsequential: he works just as well with an 8 × 10, 35 mm or even digitally, surrounded by his devoted and motivated assistants. He selects his models carefully and makes every effort to create the ideal roles for them. 'We must not "overexpose" the model,' he says.**



**'We must give the model a personality.'**<sup>1</sup>

Karl Lagerfeld takes most of his pictures in his studio, a giant space like a cathedral, lined with thousands of carefully classified books. A simple and luminous harmony reigns supreme in his studio. The small team follows its well-practised routine in a warm ambience where humour often lightens the mood of earnest concentration. This is a photographer's or rather an image-maker's workshop. It is a workshop of the gaze where unique works come into being.

There are many artists in the history of photography who have worked in parallel media. It is drawing that gives impetus to Karl Lagerfeld's world. The line precedes the shape and the shape espouses light. 'I compose a photograph just as I do a drawing, but the play of light gives it a new dimension.'<sup>2</sup> And so for Karl Lagerfeld taking a photo is not just writing with light, it is also composing and drawing with light. For many photographers taking a picture is taking a risk. Not only due to the inherent risk it entails but also because the instant that has been captured is never repeated or rarely so. Yet there are also photographers for whom taking a picture is but one step in a larger process of photographic creation involving the laboratory, development, printing and framing. For these photographers the choice of paper is often crucial, as are the inks and colours. Karl Lagerfeld is one such photographer and a staunch believer in this concept: 'Paper is my favourite material. It is the starting-point of a drawing and the final outcome of a photograph'.<sup>3</sup>

Emanating from an encyclopædic and resolutely European culture, Karl Lagerfeld's work is just as much an unceasing effort to discover forms and materials as it is a formidable lesson in photography. A lesson that is not taxing or academic, but light and full of imagination, just like the man who loves his freedom and prefers above all to walk the road less travelled. A master who would happily while away his time, evading the gaze, forever.

**Jean-Luc Monterosso**  
Director of the Maison Européenne  
de la Photographie

<sup>1</sup>. Interview with Eric Pfrunder, Paris, 20 July 2010.

<sup>2</sup>. Preface to the catalogue of the exhibition at galerie Boulakia, Paris, 1992.

<sup>3</sup>. Preface to the catalogue of the exhibition at galerie Boulakia, Paris, 1992.



## **Arnold Goron**

**Enjoy**

**«Arnold and I have worked together since 2006. I remember that our first collaboration together was a structure made from hundreds of porcelain biscuit feathers!**

**I have always wanted for my stores to visually offer something other than clothes, that they be represented differently, and that is why Arnold's work imposed itself naturally.**

**I like the idea that there is not always a direct link between my collections and the sculptures that Arnold creates for my window displays. It is important for me that he can work freely. Our collaboration is especially based upon the confidence and the energy that we share. We like to have fun, to laugh, and have a shared passion for kinetic installations, movement, machines, craft objects...**

**I appreciate the originality of Arnold's work, his perception of shapes, of colours, always bright and radiant, as well as the love that he shows for textures. He has that ability to hijack everyday materials, to place them within abstract universes, to be able to combine raw elements such as cardboard or polystyrene with more noble materials such as ceramic or brass.**

**I have always been sensitive towards artisan skills and Arnold's creative approach follows this path: he cuts out, models, tests until he finds a solution. All of these creations illustrate a handmade aesthetic which is dear to me. The spontaneity of his sculptures is a parenthesis to reality within a universe that is sometimes too digital. Even the illustrations that he creates for my label are handmade. They are always full of humour and simplicity.»**

**Isabel Marant**



## Lorenzo Vitturi

### Sandringham Road Process

In 2014, Lorenzo Vitturi was awarded the Grand Prix of the Photography Jury. This year, the Italian photographer comes back with a new project, in the vein of the very much appraised *Dalston Anatomy*.

*Sandringham Road Process* is a project born from the collection of fragments and debris from a junkyard in Dalston, an area which was going to be occupied by a new complex of buildings. Each sculpture had as a starting point a photographic image, often a still-life of objects found in the junkyard. The image once printed, was mixed with other elements and transformed into a geometric shaped object. Finally, these compositions were rephotographed in a set of the same colour present in the sculptures, generating the final image. Through this visual loop, Lorenzo Vitturi recreates and records photographically the transformation of the area while it was happening.

Italian photographer based in London, Lorenzo Vitturi (Venice, 1980) studied photography and design at the Istituto Europeo di Design in Rome and did a residency at the Fabbrica research center of Benetton communication.

From his previous experience in cinema (he was a painter and decorator), Lorenzo Vitturi has retained a taste for installation and staging.

*Dalston Anatomy* was selected in 2013 for the «Paris Photo – Aperture Foundation PhotoBook» Awards and simultaneously exposed to 3h FOAM in Amsterdam. Lorenzo Vitturi was awarded the Grand Prix of the Photography Jury at the International Festival of Fashion and Photography in Hyères, in 2014 and was invited to realise the campaign for Unseen Photo Fair in Amsterdam. Vitturi's latest *Dalston Anatomy* solo exhibitions were presented at The Photographers' Gallery in London and at Yossi Milo Gallery in New York City. Following his Hyères exhibition, he will show at Contact festival in Toronto and in Centre National de l'Audiovisuel in Luxemburg.



## **villa Noailles 1995**

**Each photo is an adieu. A faithful testament to a vanishing instant. It is this fragile and melancholic power that attracts me to photography.**

**The villa Noailles is a timelessly modern place. It has lived through more than seventy years of this century almost in ruin, yet shows no wrinkles. It has been loved, abandoned, forgotten and then one day at the end of the century it was found to be the perfect symbol of everything «modern».**

**The talent of its architect Rob Mallet-Stevens and the mind of its owner Viscount Charles de Noailles, made something magic out of it.**

**It was the first in France of its style, inspired by the Bauhaus and the De Stijl movements (Theo Van Doesburg – a key figure of the group would work there later on. He was responsible for the Viscountess' «flower arranging room», a tiny room covered entirely with solid geometric shapes in lively colours which even cover the ceiling).**

**One could imagine an ideal and very contemporary life at villa Noailles, one far beyond time. From Buñuel to Man Ray, Dalí and then Cocteau, it is still inhabited by those who have lived there or those who had just come to stay. The owner's presence is much stronger than his wife's, the celebrated Marie-Laure, who was an ingenious hostess and talented painter. Their lives changed and the war changed life. One did not want to be modern anymore after 1945 and into the 1950s. The futurist dream of the 1960s took a different turn and a different course. The Noailles went on to invest their passions in other places, houses and gardens.**

## VILLA NOAILLES 1995



All the actors from Man Ray's *Les Mystères du Château du Dé* filmed here have disappeared, but the mystery still lingers. The image of Jacques Catelain, the young leading actor in Marcel L'Herbier's famous film *L'Inhumaine* for which Rob Mallet-Stevens did the stage design, superimposed itself on the Viscount's own. One sees a young blond woman evolve, all together ideal, diaphanous, luminous and solitary. Her face would be more like a Brigitte Helm's from the 1930s than the singer Georgette Leblanc's who interpreted the role in *L'Inhumaine*. Her immaterial beauty briefly gave a transient and poetic feel to the place. Today's fashion and people appear to fit well here. Beautiful young performers of this fleeting vision have evoked memories that have never really happened there, but are imagined.

The visitor believes he has seen them in the ruins of the broken dream that is modernity - modernity that made youth an unavoidable obligation.

The villa Noailles slowly comes back to life. Its blessed decor and its past splendour unite and give it an emotional force that anything too perfect and overly achieved could never express. It is as vulnerable as an instant. Photography gives a whole new dimension to its mystery. The image ennobles and poetizes the marks of time and leaves the imagination the space to dream that reality would flatly refuse. At the end of the book, the young visitor weeps at the idea of infinite hope fraught by an unknown past. The reality of this past hardly matters. It is only the indefinable and precarious apprehension that the place causes within him. The transient nature of our dreams is infinitely more durable. One has to believe to see... but is it necessary to know? The imagined memory can change the roles. Too much attachment to reality spoils the substance of things. The inner gaze often sees more and frees the darkness, dusting off the dust left by too much knowing from the places distorted by life. Dusk brings out the absent, it poetises ordinariness and makes dreams into a kind of existence by effacing all trace of bad days in favour of the magic of destiny and the future.

Karl Lagerfeld, 1995



## **La fabrique de l'image : les Noailles et la mode**

**Fashion is willingly reduced to the character of the couturier, a demiurge devoted entirely to their dresses. However, in response to these great designers there are also those famed clients who, far from submitting to their whims, often preceded their inspirations. Even more so than by the simple shape of a sleeve, fashion may be defined by its ability to disseminate the images published by a media that is voracious for style models and searching for influences. It acts according to a precise geography and chooses its performance venues: concert halls, galas, or premiers, and resorts too. Understanding how it operates, requires also being interested in those who embody it. Consequently, Charles de Noailles and even more so Marie-Laure were key players. Few people have known how to embody modernity in such an exemplary way and thus model the spirit of the time. From Paris to the Riviera, it was upon these high-society stages that the couple's influence as trendsetters grew.**

**Extract from Émilie Hammen, Stéphane Boudin-Lestienne and Alexandre Mare's text published in the catalogue of the Festival.**





## Kenta Matsushige

Jardin sculpté

Kenta Matsushige, winner of the 2014 edition of the Hyères Festival reasserts here the major qualities which the jury recognised as making him stand out: «longevity, an attention to details, coherent expression and a feeling of modernity.» *Jardin Sculpté* is the encounter between two cultures: that of an architect with that of a fashion designer. The collection takes its inspiration from the structured and minimalist work of the architect Carlo Scarpa, from which it borrows fundamental geometrical lines in pure colours. The designer then adorns his collection with reminders of the Orient, embroideries whose biased patterns recall the technique of kumiko, delicate pastel-coloured feather water lilies emerge from the dress' pleats.

He will benefit from the support of Paraffection's Métiers d'Art: Maison Lesage's embroiderers, Maison Lemarié's feather workers, Massaro shoes, Maison Michel millinery.



## Erik Halley

surréaliste attraction

Since it opened in 2010, the permanent exhibition of the villa Noailles invites contemporary artists to come and permeate in the historical arrangement of the collections. For the 30th anniversary of the Festival, Erik Halley – whose work has transcended frontiers – revealed himself to be the most appropriate artist to put into place new and fertile disruptions, such is the extent he borrows from the codes of art, fashion, design. Although intended to highlight heads, chests, and necks, the Erik Halley's «pieces» – as they are commonly referred to – conjugate in the singular, where, even alone they summon an imaginary world. A lobster and it recalls Dalí, it could also be a starfish, so dear to Man Ray, it is a mask, it is a box, it is a skeletal bird of prey... Dalí, correctly, wrote in *Surréalisme au service de la révolution*, in December 1931: «The culture of the spirit will identify with the culture of desire.» Here it is very much a question of desire, that strange object of desire.

Alexandre Mare & Stéphane Boudin-Lestienne



## Cécile Bortoletti

In 1986, an unknown person decided to offer his own manna to a still gestating fashion design in an unlisted town within the fashion registry. Thirty years later, the name Jean-Pierre Blanc alone signifies the mindset of a pioneer, as for Hyères, it has nothing left to prove within the geopolitics of appearances. A kind of vox populi, but more sophisticated, or a prehistory of the catholic Next top..., Hyères is henceforth synonymous with competition, where a who's-who of professionals scrutinise a handful of candidates hoping that an award will allow them to take-off. A helping hand which today takes form in a collection that is carefully archived in numbered wardrobe boxes. Synchronous with the thirty years of this project for the common good, Jean-Pierre Blanc decided to call upon Cécile Bortoletti to photograph the unique and singular artifacts which have defined this path. Each of these ornaments, in the form of a challenge to the laws of anatomy, sums up in its own way the spirit of an era.

**Extract from Samuel Drira's text published in the catalogue of the Festival.**

Photographic assignment on the Festival's award winning fashion designers by Cécile Bortoletti produced with the support of ministère de la Culture et de la Communication.

Stylist: Samuel Drira

Models: Sojourner Morrell @IMG, Théo Bianconi @PREMIUM

Assistants: Jean-Yves Giot, Laure Grandon

Hair: Olivier Schawalder

Make-up: Megumi Zlatoff



## Camille Vivier

**Video commission on a remarkable architecture.**



## Antoine+Manuel Les 30 ans du Festival

Who better than Antoine+Manuel could resume thirty years of festivals? For an event which was originally called the 'Festival of Young Stylists', these two mischievous designers propose a playful wallpaper, bearing a freshness and a false naivety which marvellously embodies the spontaneity, energy, and youthfulness of Hyères. Between unattached clothing rails and mysterious ghosts, Dubuffet style drawings and cartoon speech bubbles, it is anything but melancholic. Time has passed, the editions have followed, one after the next, photos have appeared in their frames, but only joy remains. Not an album of souvenirs: but a pop and colourful evocation of a festival which hasn't seen itself grow up, a return to childhood. Antoine+Manuel inform us that the festival's history invites us to prolong these moments, and to keep in mind the laughter, conviviality and abundance they have included in their drawing.

Baptiste Rossi



## Exhibition magazine

Power Issue

Since its birth, Exhibition has been a promise, as its English name implies. The promised work is an artistic creation around a theme. With this 5th edition, I have the feeling that Exhibition has gone beyond its promise. Each page is a strong and understated creation at the same time. The powder has spoken.

Pierre Lescure



## Niki Noves

*Avant de dire (je t'aime)...*

Niki Noves' company's performance is a theatre of these moments, prehistories of words, the few syllables pronounced for their own sake and thrown like a folded sheet upon a sleeping person's leg, words which conclude, which raise palaces, and destroy everything. All of these moments between the first look and the final caress. *Avant de dire (je t'aime)...* is a hymn to love, a love which is the story of bodies, cadenced by the madness of words.

Extract from Baptiste Rossi's text published in the catalogue of the Festival.

*Avant de dire (je t'aime)*. Création 2013/2015

A film in seven acts, for twelve characters, adapted for stage on different formats.

Direction and choreography: Niki Noves

Prises de vue : Philippe Billault, Vianney Lhoumeau, & Niki Noves

With: Manu Macau, Niki Noves, Élodie Allary, Babel Kasmi, Aurélie Deconchas, Lalao Pham van Xua, Valentin Puyau, Maria Vescan, Rares Uglean, Damien Bougas, Léonore Zurfluh & Vincent Gestermann.



## Gio Black Peter

*Sleepwalker*

Exhibition at the villa Noailles and at Le Marais - Plage restaurant

In every generation, there are those who resist the sweeping tide of proscription and conformity. For the New York based artist Gio Black Peter, such a reaction comes naturally.

Picking up from where Keith Haring and Jean-Michel Basquiat left off in the 1980s, Peter is steering the downtown New York art scene back to the unapologetic celebration of life-outside-the-mainstream that it was before complacency began to take hold.

His work is a testament to the belief that it is possible to celebrate life without being bound to the form most common. He reveals the truth that unexpected beauty and unanticipated vitality can be found by challenging the norm, by pushing past our collective comfort.

Extract from James McDonald's text published in the catalogue of the Festival.



## The Formers

presented by Mercedes-Benz

Each year the villa Noailles supports former designers by offering them the opportunity to exhibit their latest collections during the Festival. This year the villa Noailles joins forces with Mercedes-Benz who is strongly committed to nurturing tomorrow's design talents. The exhibition will be staged by the artist Marc Turlan who interprets the space with the key vocabulary of his work such as mosaic, mirrors, texts.

- Cunnington & Sanderson
- Liselore Frowjin
- Marit Ilison
- Satu Maaranen
- Coralie Marabelle
- Mareunrol's
- Kenta Matshushige
- Louis Gabriel Nouchi
- Roshi Porkar
- Tiia Siren
- Steven Tai
- Yulia Yefimtchuck



## Tailor Books

Pop up book shop

Books have been at the heart of the transmission of images since the emergence of photo-mechanical reproduction. And now, as we struggle to understand the full impact of the astonishing dematerialization of printed media, our relationship to books and photographs on paper is becoming both more significant and more selective. As the rare book marketplace reinvents itself, the bookshop becomes an exploratory space.

Specialised in works of fashion photography, as well as rare and out-of-print photography book classics and curiosities, the itinerant bookshop Tailor Books opens for a few days every season, four times a year, in the 20th Arrondissement of Paris. It will make its second annual appearance in the garden of the villa Noailles.

Holy Of Holies provides art direction for the communication of the season.

EXHIBITIONS



## Jogging

Jogging was born out of a common desire between the photographer Olivier Amsellem and Charlotte Brunet to combine their talents and to gather around them a collective of artists, in order to offer a unique boutique in the centre of Marseilles. Art and architecture direct each of their interventions like works in their own right. Jogging is an experience and invitation to discover and share, as such it echoes the villa Noailles. Within the collective we find past Festival winners, such as Anthony Vaccarello and Antoine Boudin, well known names from the worlds of fashion and design and above all emerging artists that the founders of Jogging assist. Invited by the Festival, Jogging, in association with the architect Rodolphe Parente and the designer Jean-Baptiste Fastrez, has conceived a décor for the ground floor of the villa Noailles where it will reside for a month.

## WORKSHOPS



### Erik Halley

Workshop  
Parvis, villa Noailles

Artist/designer Erik Halley articulates his offbeat vision through accessories. Using both organic and synthetic materials he elicits jewellery, body ornaments and headwear. His unique reactions take inspiration from futuristic designs, human traits in the animal world, Pop Rock and even Surrealism. He shares this idiosyncratic vision of the object with Elsa Schiaparelli and Salvador Dalí. He first caught the eye of Parisian Haute Couture back in 1994, and has since collaborated with Alexander McQueen, Chalayan, Givenchy, Yohji Yamamoto, Thierry Mugler...

For the 30 years of the International Festival of Fashion and Photography in Hyères, Erik Halley proposes a workshop on hat making with feathers and crystals.

saturday 11 am—13 am and 3 pm—5 pm  
Within the limit of the number of places available, on-site registration, starting Friday



### Somchit Sinthirath

Workshop  
Parvis, villa Noailles

After working as chief assistant at Dior, Paco Rabane, Galliano, Nina Ricci and Guy Laroche, Somchit Sinthirath worked for Jean Colona for over ten years, as a workshop manager. She then created her own prototype workshop from 2008 to 2012. Her career and her many collaborations with leading fashion houses have allowed her to work all aspects of fuzzy seam, such as pleating silk chiffon.

In 2006, she took part in the closing ball project at the Venice Biennale under the artistic direction of Jean Colona, and organized by the villa Noailles and Agence Construire. The seamstress and designer is invited to the 30th edition of the International Festival of Fashion and Photography in Hyères to host a series of embroidery workshops based on the work of American artist Romare Bearden Howard and Ulysses' Odyssey.

friday 11 am—1 pm and 3 pm—5 pm  
Within the limit of the number of places available, on-site registration, starting Friday

## WORKSHOPS



### **Xénia Laffely**

Workshop  
Parvis, villa Noailles

After studying French literature and art history, Xenia Laffely changed her career track and integrated the fashion design sector of HEAD - Geneva in 2008.

Because she had always been fascinated by stories and images, the designer, who specialized in menswear, favored a sincere approach by putting forth both narrative and graphics. Her graduation project, *Tu n'auras pas d'autres icônes que moi et tu mangeras ton père*, characterized by a work on print and embroidery, was selected for various fashion awards and competitions, including the International Festival of Fashion and Photography in Hyères in 2013.

sunday 11 am—1 pm and 3 pm—5 pm  
Within the limit of the number of places available,  
on-site registration, starting Friday



# PROGRAM

## Thursday April 23

**10 am-9 pm**—Accreditation, villa Noailles. *Professionals and press only*

**11.30 am & 2 pm**—Festival Hyères Off. Private tours of the exhibitions, villa Noailles *reservation required to festival. off@ville-hyeres.fr*

**6.30 pm**—Opening concert, parvis, villa Noailles

**7 pm**—Grand opening of the Festival and exhibitions, speech and cocktail, parvis, villa Noailles

*Please note that Montée Noailles is closed from 5.30 pm to 10 pm. Park your car in city centre parking lots (Clemenceau, Casino, Olbia). Use the free shuttle service from place Clemenceau to villa Noailles and Castle parking lot, non stop from 5.30 pm to 9 pm*

## Friday April 24

**10 am**—15th International Textile and Fashion Conferences, villa La Romaine. *Badged professional only*

**10.30 am-6 am**—Opening of exhibitions

**11 am & 3 pm**—Creative workshops: embroidery with Somchit Sinthirath, parvis, villa Noailles. *Reservation required to mediation@villanoailles-hyeres.com*

**5 pm**—Masterclass 15th International Textile and Fashion Conferences, jardin, villa Noailles. *Badged professional only*

**7.30 pm**—Shortlisted designers fashion shows for the Grand Prix of the Jury Première Vision

**8.30 pm**—Fashion show of Kenta Matsushige, 2014 winner of the Grand Prix of the Jury Première Vision

**9 pm**—Shortlisted designers shows for the Chloé Prize hangar de la Mouture, Salin des Pesquiers, La Capte. *Ticket holders only, reservation required on www.villanoailles-hyeres.com from April 14 at 8 am to April 17 at midnight*

**7.30 pm**—Festival Hyères Off Live broadcast of the fashion shows, place Massillon, Hyères *Free access*

**11pm**—Opening of exhibition by Gio Black Peter, Le Marais Plage 1366 bd de la marine, Hyères *Invitation required*

## Saturday April 25

**10 am-6 pm**—Opening of the exhibitions. Showrooms The Formers open to the public, meeting with designers from previous competitions (new collections): Cunnington & Sanderson Liselore Frowjin, Marit Ilison, Satu Maaranen, Coralie Marabelle, Mareunrol's, Kenta Matsushige, Louis Gabriel Nouchi, Roshi Porkar, Tiia Siren, Steven Tai, Yulia Yefimtchuck, jardin, villa Noailles

**10 am-4 pm**—Showrooms of the 10 shortlisted designers open to the public, jardin, villa Noailles

**11 am & 3 pm**—Creative workshops: hats and feathers, parvis, villa Noailles *Reservation required to mediation@villanoailles-hyeres.com*

**11.30am, 2.30pm & 5.30pm**—15th International Textile and Fashion Conferences, jardin, villa Noailles. *Badged professional only*

**6 pm**—Embroidery workshop with and by Maison Lesage, villa La Romaine, *for badged professional only, reservation required to hyeres2015@modeaparis.com*

**7 pm**—Opening of the exhibition about the 30 years of the Festival, Cécile Bortoletti and Camille Vivier, Tour des Templiers, Hyères

## PROGRAM

**8.30 pm**—Shortlisted designers fashion shows for the Grand Prix of the Jury Première Vision

**9.30 pm**—Fashion show of Kenta Matsushige, 2014 winner of the Grand Prix of the Jury Première Vision

**10 pm**—Shortlisted designers shows for the Chloé Prize hangar de la Mouture, Salin des Pesquiers, La Capte. *Ticket holders only, reservation required on [www.villanoailles-hyeres.com](http://www.villanoailles-hyeres.com) from April 14 at 8 am to April 17 at midnight*

**8.30 pm**—Festival Hyères Off Live broadcast of the fashion shows, place Massillon, Hyères Théâtre Liberté, Toulon, French Embassy, Berlin, Flagey Brussels

### Sunday April 26

**10 am-4 pm**—Opening of the exhibitions

**10 am-12 pm**—Showrooms of the 10 shortlisted designers open to the public, jardin, villa Noailles

**10 am-12 pm**—15th International Textile and Fashion Conferences, jardin, villa Noailles. *Badged professional only*

**11 am & 3 pm**—Creative workshops: painting on fabric with Xénia Laffely parvis, villa Noailles *Reservation required to [mediation@villanoailles-hyeres.com](mailto:mediation@villanoailles-hyeres.com)*

**12 pm-4 pm**—Showrooms The Formers open to the public, meeting with designers from previous competitions (new collections): Cunnington & Sanderson Liselore Frowjin, Marit Ilison, Satu Maaranen, Coralie Marabelle, Mareunrol's, Kenta Matsushige, Louis Gabriel Nouchi, Roshi Porkar, Tiia Siren, Steven Tai, Yulia Yefimtchuck jardin, villa Noailles

**2 pm**—15th International Textile and Fashion Conferences, jardin, villa Noailles *Badged professional only*

**4 pm**—Embroidery workshop with and by Maison Lesage, villa La Romaine, for festival badge holders only, *Reservation required to [presse@lesage-paris.fr](mailto:presse@lesage-paris.fr)*

**4.30 pm** —Shortlisted designers fashion shows for the Grand Prix of the Jury Première Vision

**5.30 pm**—Fashion show of Kenta Matsushige, 2014 winner of the Grand Prix of the Jury Première Vision

**6 pm**—Shortlisted designers shows for the Chloé Prize

**6.30 pm**—Awards ceremony of the 30th International Festival of Fashion and Photography in Hyères hangar de la Mouture, Salin des Pesquiers, La Capte. *Ticket holders only, reservation required on [www.villanoailles-hyeres.com](http://www.villanoailles-hyeres.com) from April 14 at 8 am to April 17 at midnight*

**4.30 pm**—Festival Hyères Off live broadcast of the fashion shows, Tour des Templiers, first floor, centre historique

### Monday April 27th

**11 am-2 pm**—Opening of the exhibitions

**11 am**—15th International Textile and Fashion Conferences, villa La Romaine. *Badged professional only*

**11 am & 2 pm**—Embroidery workshop with and by Maison Lesage, villa La Romaine. *For festival badge holders only, reservation required to [presse@lesage-paris.fr](mailto:presse@lesage-paris.fr)*

**4 pm**—Embroidery workshop with and by Maison Lesage, villa La Romaine. *Reservation required to [presse@lesage-paris.fr](mailto:presse@lesage-paris.fr) before April 15*

# THE INTERNATIONAL TEXTILE AND FASHION CONFERENCES HYÈRES 2015

Jardin, villa Noailles  
& villa La Romaine

Réservation :  
hyeres2015@modeaparis.com

www.modeaparis.com

Over the past fifteen years, the International Textile and Fashion Conferences have multiplied exchanges, proposed reflections and scrutinized the evolution of the fashion sector through their prolific and not to be missed debates. During the Hyères Festival, from Friday 24 April to Monday 27 April the discussion will cover subjects such as Sustainability, Instagram, Photography,... in the company of professionals, students and former participants. The International Textile and Fashion conferences are organized by the Fédération Française de la couture, du prêt-à-porter des couturiers et des créateurs de mode with the support of the DEFI - Comité Professionnel de l'Habillement and the participation of the Institut Français de la Mode.

## Friday, April 24th

**10 am—Students think tank on the stakes of sustainable development**  
Villa La Romaine

With the contribution of: Louise Bernard (Ecoles des Ponts Paristech), Alaric Bey (IFM), Massimo Filacchione (ESCP Europe) and Emma Lecocq (Sciences Po Paris)

Supervised by Pascal Morand, Directeur Général Adjoint, chargé des études et de la mission consultative, Chambre de Commerce et d'Industrie Paris Ile-de-France

**5 pm—Masterclass**  
Villa Noailles, Tent dedicated to Conferences

## Saturday, April 25th

**11.30 am—Self branding through instagaming?**  
Villa Noailles, Tent dedicated to Conferences

Moderated by Jessica Michault, Rédactrice en Chef, Nowfashion.com

**2.30 pm—Sustainable development: a key challenge for fashion**  
villa Noailles, Tent dedicated to Conferences

Coordinated and moderated by Pascal Morand, Directeur Général Adjoint, chargé des études et de la mission consultative, Chambre de Commerce et d'Industrie Paris Ile-de-France

Introduction: Students Think Tank Ecoles des Ponts Paristech, ESCP Europe, IFM, Sciences Po Paris

**5.30 pm —A conversation with Sølve Sundsbø**  
Villa Noailles, Tent dedicated to Conferences

Sølve Sundsbø, Photographe and Raphaëlle Stopin, Curator.

**6 pm—Embroidery workshop with and by Maison Lesage**  
Villa La Romaine

For badged professional only, reservation required, limited seating.

# THE INTERNATIONAL TEXTILE AND FASHION CONFERENCES HYÈRES 2015

## Sunday, April the 26th

### 10 am-12 pm—The formers: Meet-up with designers from the previous fashion contests

With:

Coralie Marabelle (2014)  
[www.coralie.marabelle.com](http://www.coralie.marabelle.com)  
Cunnington & Sanderson (2008),  
[www.cunningtonandsanderson.com](http://www.cunningtonandsanderson.com)  
Kenta Matsushige (2014)  
Liselore Frowijn (2014)  
[www.liseforefrowijn.com](http://www.liseforefrowijn.com)  
Louis Gabriel Nouchi (2014)  
[www.louisgabrielnouchi.com](http://www.louisgabrielnouchi.com)  
Mareunrol's (2009),  
[www.mareunrols.com](http://www.mareunrols.com)  
Marit Ilison (2014),  
[www.maritilison.com](http://www.maritilison.com)  
Roshi Porkar (2014)  
Satu Maaranen(2013),  
[www.satumaaranen.com](http://www.satumaaranen.com)  
Steven Tai (2012),  
[www.steventai.co.uk](http://www.steventai.co.uk)  
Tiia Siren (2012)  
Yulia Yefimtchuk (2014)

### 2 pm—Presentation of the 10 selected photographers

Villa Noailles, Tent dedicated to  
Conferences

Moderated by Raphaëlle Stopin,  
Curator.

With:

Jeannie Abert (France), Sushant  
Chhabria (India), Sjoerd  
Knibbeler (The Netherlands),  
Wawrzyniec Kolbusz (Poland),  
Evangelia Kranioti (Greece),  
David Magnusson (Sweden),  
Filippo Patrese (Italy), Thomas  
Rousset (France), Polly Tootal  
(Great Britain), Oezden Yorulmaz  
(Germany)

## Monday, April 27th

### 11 am—Madifesto European Fashion Summit, fashion education and its future

villa La Romaine

Moderated by Jean-Pierre Blanc,  
Director, International Festival  
of Fashion and Photography in  
Hyères

# PROGRAM

## **villa Noailles**

**From April 24th to May, 24th**

- 10 designers
- 10 photographers
  
- Chanel
- villa Noailles 1995
- Karl Lagerfeld
- Arnold Goron
- Kenta Matsushige
- Marie-Laure de Noailles  
et la mode
- Lorenzo Vitturi
- Erik halley
- Niki Noves
- Archive 30 ans
- Exhibition magazine
- Thierry Boutemy
- Jogging

### **Opening during the festival:**

April 24th from 10.30 am to 6 pm  
April 25th from 10 am to 6 pm  
April 26th from 10 am to 4 pm  
April 27th from 11 am to 2 pm  
Free entrance

## **From May 2rd**

Open everyday, except Monday  
and Tuesday and public holiday  
from 1 pm to 6 pm,  
night opening on friday,  
from 3 pm to 8 pm.  
Free entrance

### **Only during the festival**

- The Formers - showrooms
- Tailor Books Librairie éphémère

## **Tour des Templiers**

**from April, 26th to May 23th**

- Cécile Bortolletti
- Camille Vivier

April 26th from 10 am to 5 pm  
Then open everyday - except  
Sunday and public holiday  
from 9 am to 12.30 am  
and from 4 pm to 7pm  
Free entrance

## **Le marais**

Restaurant - plage  
From April, 24th to June 30th

- Gio Black Peter

# THE FESTIVAL AND THE VILLA NOAILLES THANK

## Institutional Partners



## Major Partner

**CHANEL**

## Main Partners



PREMIÈREVISION®

Chloé



Mercedes-Benz

DEFI  
LA MODE DE FRANCE



## Year partners



GALERIES  
Lafayette

FONDATION  
D'ENTREPRISE  
RICARD

## Festival Partners



NINA RICCI

Givaudan

ELIE SAAB

EXCEPTION  
de MIXMIND

SWAROVSKI



eyes of talents



PERONI  
ITALY

Jarvier

puntoseta

diptyque  
paris

brachfeld/

THE  
STIMULEYE



PREMICES  
films /



Le MARAIS



habitat®



## Media Partners



VOGUEFR



arte



MODEMONLINE

Aesthetica

DASH

novembre



# PARTNERSHIPS

## CHANEL

CHANEL is the major partner in the 30<sup>th</sup> International Festival of Fashion and Photography and the principal sponsor of the permanent exhibition of Charles et Marie- Laure de Noailles, une vie de mécènes, at the villa Noailles.

As part of this collaboration, CHANEL provides support for the festival's fashion activities as the official partner of the makeup cabin for the festival's fashion shows. In addition to this, the prize-winner of the Grand Prix of the Jury Première Vision will have the opportunity to undertake a project with CHANEL's Métiers d'art united under Paraffection that will finance the development of silhouettes in their ateliers with the value of 15.000 euros.

On top of this, CHANEL supports the Photography Grand Prix of the Jury, where the prize-winner will receive a donation of 15.000 euros.

The CHANEL partnership with the Hyères Festival, a festival that encourages and champions young designers within the fields of fashion and photography, is part of an on-going process as creation is the very heart and soul of CHANEL. An autodidact and visionary, Mademoiselle Chanel created a particular style over a hundred years ago. This style became a brand and a name of renown appreciated the world over. All the products bearing its name from Ready-to-Wear and Haute Couture, to accessories, fragrances and beauty, Watchmaking and Fine Jewellery, together constitute a totality where all the brand values are found: luxury, creativity, innovation, audacity, modernity, femininity, highest quality and best know-how. Most notably are those of the Métiers d'art at Paraffection: the embroiderers Lesage and Montex, the feather and flower maker Lemarié, the shoe maker Massaro and the hat maker Maison Michel, all supply the top names in Haute Couture and the luxury industry.

A brand constantly on the move, each CHANEL collection along with the staging and decor is conceived by Karl Lagerfeld to create an event which spans all continents. The photographic and cultural exhibitions showcasing brand icons and the historical and creative dimensions of the House are significant milestones.

'I want to be part of what happens,' Mademoiselle Chanel took great pleasure in saying. Through this collaboration with the International Festival of Fashion and Photography in Hyères, CHANEL demonstrates its wish for openness towards different creative worlds, and once again reaffirms its commitment to creativity and the avant-garde.

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

## PARTNERSHIPS

### LVMH

**LVMH celebrates the 30th anniversary of the international Festival of Fashion and Photography in Hyères - 2015**

**First historical private partner, LVMH supports the International Festival of Fashion and Photography in Hyères for the 17th year running.**

**The LVMH Moët Hennessy – Louis Vuitton Group embodies excellence, creativity and entrepreneurial spirit: these core values are the driving force behind all of the Group’s diverse activities, which span Fashion and leather goods, perfumes and cosmetics, wines and spirits, watches and jewelry and selective retailing.**

**LVMH Houses are determined to nurture and grow their creative resources. Therefore, they aim to attract the most talented designers, give them the opportunity to flourish and thrive, instill within them a strong sense of brand culture, and give them complete creative freedom.**

**For all these reasons, LVMH is particularly proud to be associated with the International Festival of Fashion and Photography in Hyères in its showcase of young talents, especially this year, as the Festival celebrates its 30th anniversary**

[lvmh.fr](http://lvmh.fr)  
[facebook.com/lvmh](https://facebook.com/lvmh)  
[twitter.com/lvmh](https://twitter.com/lvmh)  
[pinterest.com/lvmhofficial](https://pinterest.com/lvmhofficial)  
[instagram.com/lvmh\\_official](https://instagram.com/lvmh_official)  
[linkedin.com/company/lvmh](https://linkedin.com/company/lvmh)



## PARTNERSHIPS

### **Première Vision**

**Première Vision Paris is a unique platform bringing the international fashion industry together at its 6 shows: Première Vision Fabrics (fabrics and knits), Première Vision Yarns (yarns and fibres), Première Vision Accessories (trimmings and components for fashion), Première Vision Designs (textile patterns), Première Vision Leather (leathers and furs) and Première Vision Manufacturing (fashion manufacturing).**

**An invaluable source of inspiration, Première Vision Paris brings brands and designers looking for creative, high-quality collections together with selected international companies that number among the most innovative in the fashion industry.**

**The event is both a business appointment and also an exceptional source of inspiration. The 15 fashion information areas provide an overview of the season's trends and directions, and showcase key products.**

**One of Première Vision's goals is also to support creativity and showcase know-how through strong, committed undertakings. For the past six years, the «PV Awards» have been honouring the weavers' most remarkable and inventive creations.**

**With the creation in 2011 of the unique Maison d'Exceptions space, Première Vision has been helping to bring together distinctive, traditional and innovative products with high-end fashion players.**

**Another striking expression of this commitment is the support provided by Première Vision to the Hyères Festival, to assist the budding talents who will make up tomorrow's fashion world.**

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

## PARTNERSHIPS

### **Chloé**

**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 and Hannah MacGibbon, who perpetuated the avant-garde, feminine and free spirit of the Maison.**

**Clare Waight Keller, creative director since 2011, has recently given a new momentum to Chloé, combining the couture savoir-faire with a youthful attitude.**

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

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

## PARTNERSHIPS

### **Mercedes-Benz**

**Mercedes-Benz is committed to great design. The quest for perfection, a total passion for innovation and a unique design – that’s what Mercedes-Benz and fashion have in common.**

**For this reason, Mercedes-Benz has been engaged in the fashion industry since 1995, when the automobile manufacturer assumed the role of title sponsor of Mercedes Australian Fashion Week in Sydney which is celebrating its 20th anniversary this season. Mercedes-Benz now supports more than 50 fashion events in over 30 countries worldwide, including Mercedes-Benz Fashion Weeks in Berlin, Beijing, Madrid, Amsterdam, Tokyo, Moscow and Istanbul and the top fashion weeks in Paris, Milan and London.**

**From the very outset, the support of young talents has been an important matter for Mercedes-Benz. As part of the designer exchange program, which Mercedes-Benz has been successfully running for several years now, Mercedes-Benz gives selected upcoming designers all over the world the opportunity to present their designs to an international audience.**

**In the context of its commitment to nurturing tomorrow’s design talents, Mercedes-Benz is pleased to partner for the fourth time with the prestigious International Festival of Fashion and Photography in Hyeres - now in its 30th edition. The brand will further extend the collaboration by supporting The Formers exhibition, showcasing 12 of the former Festival Hyeres designers and staged by the conceptual artist Marc Turlan.**

**Mercedes-Benz is delighted to again award an outstanding opportunity to one contestant in the fashion competition. In cooperation with ELLE Germany, the winner of the Hyeres Grand Prix will be invited to present his or her collection at the Mercedes-Benz Fashion Week Berlin S/S 2016. Mercedes-Benz Fashion Week Berlin is Germany’s most important fashion platform for both emerging talent and established brands, and attracts over 200,000 buyers and members of the press each season.**

**Mercedes-Benz Fashion Week Berlin will take place in July 2015.**

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

## PARTNERSHIPS

### Défi

**The Défi 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 Défi to draw up plans of action and support: business leaders, professional federations, designers, experts. The Défi 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 Défi 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, Designers' Apartments, meetings at the Festival d'Hyères and support for the Andam prize.**

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

[www.defimode.org](http://www.defimode.org)

### **Galleries Lafayette group**

**The Galleries Lafayette group, partner of the villa Noailles since 2007, became in 2011 the first sponsor to support the programming of the art center yearly. For the 30th International Festival of Fashion and Photography in Hyères, the Group reasserts its commitment towards contemporary creation.**

**The promotion of fashion and young creation is an essential part of the Group's DNA. Aware of its leading role in the economic development of new talents, the Galleries Lafayette group aims at supporting with its sponsorship to the Festival the creative inspiration, a cornerstone of the fashion industry. The Group also extends its commitment by giving visibility to these emerging creators, laureates of the Festival, in the network of the Galleries Lafayette.**

**The sponsoring actions of the Galleries Lafayette group are part of a sustainable approach in line with the firm's project. Historically engaged in the promotion and the sharing of fashion, the Group is today an important intermediary between young artists and a wide audience. The Festival, which enables the encounter of designers, manufacturers, agents, cultural institutions and distributors, echoes the department store's true vocation as well as its mediation role between consumers, new trends and emerging talents.**

#### **About the Galleries Lafayette group**

**A leading retailer located at the heart of cities with proven fashion expertise, the Galleries Lafayette group is a family-run and private group, with 120 years of history in retail and commerce. A key player committed to creation and a major private employer in France with 15,000 employees, the Group aims to endorse the French Art de vivre. With retail sales of Euros 3.8 billion, the Group enjoys international recognition through its iconic brands: Galleries Lafayette, BHV/Marais, Royal Quartz, Louis Pion and Didier Guérin.**

#### **More information on:**

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

## PARTNERSHIPS

### **Petit Bateau**

**Innovation and creativity have been part of Petit Bateau's DNA for the last 120 years. The brand continues to prove it by supporting, for the third consecutive year, the International Festival of Fashion and Photography in Hyères.**

**Petit Bateau, French heritage brand, recognized for its know-how and knitwear expertise, provides a unique first time opportunity of collaboration to the prize-winner of the «Grand Prix du Jury». This will enable the winner to reinvent some timeless models such as the sailor top or the ever popular panties, or the tank top, like Satu Maaranen and Kenta Matsushige did, prize-winners of the Festival in 2013 and 2014.**

**Petit Bateau has been fashionable for over 120 years alongside today's emerging new talents.**

[www.petit-bateau.com](http://www.petit-bateau.com)

## PARTNERSHIPS

### Nina Ricci

**Perpetuating a tradition upheld since its creation, the House of Nina Ricci is proud to announce that it will support young creative talents at the International Festival of Fashion and Photography in Hyères.**

**The House of Nina Ricci was founded in 1932 by Robert Ricci for his mother, at 20 rue des Capucines, in Paris. An advertising executive as well as a co-founder of Studios Harcourt, the young Ricci spearheaded development for the family business while his mother focused on designing Haute Couture.**

**A man of taste, Robert Ricci was savvy about partnering up with other top Couture talents over the years, from Jules-François Crahay to Gérard Pipart. In recent years, Olivier Theyskens, Peter Copping and, since 2015, Guillaume Henry were successively appointed Creative Director of the House.**

**Robert Ricci's aesthetic sensibility also resulted in numerous collaborations with prestigious artists, including his friend Marc Lalique and the illustrators Dimitri Bouchène and Christian Bérard.**

**Many contemporary artists have also contributed to building the brand's image. Works have been inspired by the House and created either for special events or as window-dressing for the Avenue Montaigne flagship and other iconic addresses such as the American luxury goods department store Bergdorf Goodman.**

**Andy Warhol, Daniel Buren, Larry Rivers, Sol Lewitt and the sculptor Cesar were among those who created notable works for the House of Nina Ricci.**

**Photography was also central to the House's history, not least because the images shot by photographer David Hamilton for over 20 years will remain forever engraved in collective memory. The work of Inez van Lamsweerde & Vinoodh Matadin, to whom the Festival dedicated a retrospective in 2012, illustrated the brand's latest advertising campaigns.**

**The recent collaboration with American photographer and video director Collier Schorr, initiated by Guillaume Henry, is a testimony of the privileged relationship between the House and the Arts.**

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

## PARTNERSHIPS

### **Givaudan**

**Givaudan at the International Fashion and Photography Festival of Hyères in 2015. Attached to creation in its most emerging and innovating forms, Givaudan supports the International Fashion and Photography Festival in Hyères. Perfume House, enriched by over two centuries of history, Givaudan is associated with many of the greatest creations in perfumery. To accompany creators at the moment they emerge, to establish collaborations between perfumers and stylists, and to promote young talents are the initiatives which allow us to get a feel for fashion and its evolutions. We seek to understand and capture the universe of the creators in order to re-transcribe them into perfumes and to create original fragrances in line with our time.**

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



## PARTNERSHIPS

### **ELIE SAAB**

**Born in Beirut in 1964, at the age of nine Elie Saab was already spending much of his free time cutting patterns and drawing sketches and by the age of 18 he had opened his own couture atelier.**

**Having become one of the world's leading names in haute couture, he expanded into ready-to-wear and accessories – with each collection displaying the innate elegance and femininity for which he is renowned. Elie Saab takes inspiration from both Paris and Beirut, where his ateliers of craftsmen are based. Refined silhouettes, delicate lace, sumptuous embroidery and luxurious fluid fabrics that create a sense of weightlessness are all characteristic of his aesthetic.**

**As an art enthusiast, Elie Saab is passionate about design in all its forms: from fashion and sculpture to architecture and photography. The House of ELIE SAAB is proud to support creative talent through the International Festival of Fashion and Photography in Hyères.**

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

## PARTNERSHIPS

### **EXCEPTION de MIXMIND**

**EXCEPTION de MIXMIND, founded in 1996 by Mr. Mao Jihong and Ms. Ma Ke, is now one of China's longest established, and most successful art and fashion labels. Firmly rooted in the belief that women have no flaws but unique particularities, and clothing is a means by which they can express their own preferences and taste, the brand represents the contemporary Chinese women who are independent and love life, driven by the pursuit of spiritual freedom.**

**It has successfully established itself as a unique lifestyle label rooted in Oriental philosophy, with much recognition and a loyal following at home and abroad. The pilot collection of menswear, EXCEPTIONMEN was launched in 2011. By the end of 2014 EXCEPTION has about 100 shops nationwide across major cities in China.**

**In 2011, it announced a new concept store, FANGSUO COMMUNE, augmenting the voice of Chinese aesthetics and continuing to experiment and explore all possibilities in regards of clothing, culture, lifestyle and arts. FANGSUO COMMUNE is a store of books, fashion, design goods, plants, cafe, gallery and cultural events. By creating a new retail experience, it's well acknowledged in the industry, and was awarded "Store Design of the Year 2012" by the Global Retail Association.**

**In late 2012, founder Mao Ji-hong created a new fashion label YMOYNOT with Hong Kong artist Stanley Wong. It's an open platform for young creative power, and it welcomes all the talents who share the same value to translate a new oriental aesthetics. By the end of 2014, YMOYNOT has opened more than 20 shops in mainland China and Hong Kong.**

**For further information please contact:**

press@ymoynot.com

renwong@foxmail.com

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

## PARTNERSHIPS

### Swarovski

**Swarovski supports young talent at Hyères 2015.**

**Young designers are given a helping hand at the 2015 International Festival of Fashion and Photography in Hyères, France**

**Swarovski is delighted to support the 30th Festival International de Mode et de Photographie in Hyères, France, which is due to take place from April 23–27, 2015. It is a testament to the company's commitment to nurturing fledgling creative talent across the world that it has been supporting the festival since 2009.**

**Set in the idyllic town of Hyères on France's Côte d'Azur, the 1920s architectural masterpiece villa Noailles will once again be the venue for the 30th edition of the Festival International de Mode et de Photographie. Built in the 1920s by Robert Mallet-Stevens for the art patrons Charles and Marie-Laure de Noailles, the Cubist château has also been used as a film set by Man Ray and Bunuel.**

**This internationally renowned competition for emerging creative talent has close links to the fashion industry and is a major event on the world's creative calendar. It serves to give young designers exposure, and has helped launch some highly respected names. The list encompasses designers such as Viktor & Rolf, Sébastien Meunier, Christian Wijnants, Alexandre Matthieu, Stéphanie Coudert, Richard René, Swash, C Neon, Anthony Vaccarello, Julien Dossena, Sandra Backlund, Jean-Paul Lespagnard, Matthew Cunnington, Émilie Meldem, and Céline Méteil. Previous winners and finalists who continue to be supported through membership of the Swarovski Collective include Maxime Simoëns and Yiqing Yin.**

**Ten standout participants from each of two categories: fashion and photography, will have their competition entries assessed by an international jury of esteemed professionals from each field. For 2015, the jury will include for fashion Virginie Viard, CHANEL's Creative Studio Director and for photography Eric Pfunder, Image Director at CHANEL Fashion. Swarovski then provides the fashion finalists with an assortment of sparkling crystals to use in their designs, which they will show on the catwalk during the competition.**

**The festival highlights the importance Swarovski places on encouraging new design talent, and on showcasing crystal's versatility as a creative ingredient.**

[www.swarovski.com/crystals](http://www.swarovski.com/crystals)

# PRESS

## **Festival**

2<sup>e</sup> BUREAU  
Sylvie Grumbach  
T +33 (0)1 42 33 93 18  
hyeres@2e-bureau.com

## **villa Noailles**

Philippe Boulet  
T +33 (0)6 82 28 00 47  
boulet@tgcdn.com

## **Accreditations press et professionals**

In order to be accredited, fill in the application form that is on the website of the Hyères festival now and take the pass at accreditation desk at the villa Noailles between April the 23th and April the 27th

[www.villanoailles-hyeres.com/hyeres2015](http://www.villanoailles-hyeres.com/hyeres2015)

## **Press pictures**

High resolution press pictures are available for download on:  
[www.villanoailles-hyeres.com/hyeres2015](http://www.villanoailles-hyeres.com/hyeres2015)  
(password on request from the press office)  
Please mention the related credits for any publications.

No reframing can be applied to the pictures.

## **Rencontres Internationales du Textile et de la mode**

Registration  
T +33 (0)1 42 66 64 44  
[hyeres2015@modeaparis.com](mailto:hyeres2015@modeaparis.com)  
Press - Jimmy Pihet  
T + 33 (0)1 42 66 64 44  
[jimmy.pihet@modeaparis.com](mailto:jimmy.pihet@modeaparis.com)

