

29th INTERNATIONAL
FESTIVAL
OF FASHION
& PHOTOGRAPHY
IN HYERES
APRIL 25-28, 2014

Competitions - Conferences - Exhibitions - Concerts
Exhibitions until May 25th

www.villanoailles-hyeres.com

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**COMPETITIONS
CONFERENCES
EXHIBITIONS
CONCERTS**

HighRes. press pictures are available
for download.
(password on request from the press office)

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**International textile and fashion
conferences**

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FASHION COMPETITION

LISELORE FROWIJN

Netherlands, Womenswear collection

PABLO HENRARD

Belgium, Menswear collection

MARIT ILISON

Estonia, Womenswear collection

ANNE KLUYTENAAR

Netherlands, Menswear collection

CORALIE MARABELLE

France, Womenswear collection

KENTA MATSUSHIGE

Japan, Womenswear collection

AGNESE NARNICKA

Latvia, Menswear collection

LOUIS-GABRIEL NOUCHI

France, Womenswear collection

ROSHI PORKAR

Austria, Womenswear collection

YULIA YEFIMTCHUCK

Ukraine, Womenswear collection

Fashion curatorship

JEAN-PIERRE BLANC

MAGALIE GUÉRIN

General art direction, settings and scenography of the fashion shows

MAIDA GRÉGORY-BOINA

FASHION JURY

CAROL LIM & HUMBERTO LEON

Creative directors of KENZO, presidents of the jury, Paris

MAURIZIO CATTELAN

Artist, New York | Milan

PAMELA GOLBIN

General curator, Fashion and Textile, Les Arts Décoratifs, Paris

SPIKE JONZE

Film director, Los Angeles

JAY MASSACRET

Fashion Director, V Magazine and V Man, New York

JAIME PERLMAN

Creative director, British Vogue, London

CHLOË SEVIGNY

Actress, New York

CAROL SONG

Head buyer at Opening Ceremony, New York

ÉRIC WILSON

Fashion news director, american InStyle, New York

The photographs on the next pages, were commissioned by
the villa Noailles to

ANNA ORŁOWSKA

and shot at La Banque, Hyères



LISELORE FROWIJN

Afternoon of a Replicant
Netherlands, Womenswear collection

Liselore Frowijn graduated from ArteEZ Institute of the Arts, Arnhem, in 2013. She lives and works in Amsterdam. She admires Matisse's paper cutouts. The designer plays with both shapes and colours in a collection where speed, sport and dance constitute the underlying themes.

Collection produced with the support of Puntoseta
Conflux, Picos (Comercio Textil Limitada) - Zoom by Fatex
Jakob Schlaepfer, HOH Hoferhecht Stickereien, Sophie Hallette,
Brugnoli Giovanni, MTT (Manifattura Tessile Toscana), Tessilidea,
LMA (Leandro Manuel Araujo), E. Boselli & C, Jackytex - Tessuti A
Maglia, Mantero Seta, Lanificio Di Sordevolo - Première Vision
Ska Italia, A.B.C. Morini, JRC Reflex - Modamont.
Crystals provided by SWAROVSKI.

www.liselorefrowijn.com



PABLO HENRARD

MAELSTRÖM
Belgium, Menswear collection

Pablo Henrard works and lives in Paris, after his diploma in La Cambre, Brussels in 2013. This designer invites us to revisit Jules Verne's Twenty Thousand Leagues Under the Sea. the designer connects the language of feminine fashion from the 50s – crystalline and prized – and that of the masculine uniform with its virile cut and classic materials. Inspired by the fluidity and the transparency of the sea, he finally blurs.

Collection produced with the support of Puntoseta
Malhia Kent, Jackytex-Tessuti A Maglia, Jakob Schlaepfer, NIKKE-
The Japan Wool Textile Co. Ltd. - Première Vision.
Crystals provided by SWAROVSKI

www.pablohenrard.com



MARIT ILISON

LONGING FOR SLEEP

Estonia, Womenswear collection

Marit Ilison is graduated in 2008 from the Estonian Academy of Arts, she lives and works in Tallinn. Inspired by a period when there is nearly no daylight: Kaamos, the collection is made from a thick wool, covered in beautiful patterns. It embodies a certain nostalgia and awakens sensations linked to sleep, to the warmth of a bed.

Collection produced with the support of Puntoseta
Gentili, Ventures, Stib 19, Progetto Uno, Utextbel - Première Vision
Close to clothes - Modamont.
Crystals provided by SWAROVSKI

www.maritilison.com



ANNE KLUYTENAAR

Lux is crossing

Netherlands, Menswear collection

Anne Kluytenaar studied at the ArtEZ Institute of the Arts in Arnhem, and she now lives and works in Amsterdam. Her collection arises from an event that is both mundane and extraordinary: one day, her father decided to live his life as a woman. From this experience, she retains a genuine fascination for dress codes. Her collection reminds us that fashion is also a body statement.

Collection produced with the support of Conflux - Zoom by Fatex
Compagnie Des Cotons-Cdc, HOH Hoferhecht Stickereien, Gentili,
Serikos Coll. Tess., Guigou, Teseo - Première Vision
Shindo Textile Europe GmbH - Modamont
Crystals provided by SWAROVSKI



CORALIE MARABELLE

Dream catcher

France, Womenswear collection

Graduated from Studio Berçot in 2001, **Coralie Marabelle** having worked for Alexander McQueen in London, she is now based in Paris. She appropriates the traditional clothes of the north of Iran shepherd, moving from men to women. Arriving from elsewhere her spectacular silhouettes reveal her art for metamorphosis.

Collection produced with the support of Puntoseta
Servistyl Production - Zoom by Fatex
C.O.T.O. By Takisada-Osaka Co. Ltd., Gentili, Sfate & Combier,
Taroni, Lanificio Corti Marcello, Ricamificio Gimar, Ventures,
Lampo - Première Vision
Close To Clothes - Modamont.
Crystals provided by SWAROVSKI

coraliemarabelle.tumblr.com



KENTA MATSUSHIGE

Hinabi

Japan, Womenswear collection

Kenta Matsushige is graduated from the Chambre Syndicale de la Couture Parisienne in 2012. He lives and works in Paris. « A work installed within a bucolic setting or in a small provincial town, will have more presence than lost in a city. My collection aims to be urban and modern whilst respecting hinabi, pastoral beauty, which is in opposition to miyabi, urban beauty »

Collection produced with the support of Tessitura Monti India Pvt. Ltd., NIKKE-The Japan Wool Textile Co. Ltd., Amy Cuir - Première Vision.
Crystals provided by SWAROVSKI



AGNESE NARNICKA

RAIPAIR MAN

Latvia, Menswear collection

Graduated of the Art Academy of Latvia in 2009, **Agnese Narnicka** lives and works in Riga. Her collection is inspired by the world of construction sites, the outfits of workmen and architects, the rich diversity of colours and textures. The designer is looking to capture an urban reality: a contemporary attitude, a poet of the unfinished and disorder.

Collection produced with the support of Puntoseta Sophie Hallette, Riechers Marescot, Stib 19, Novartiplast Italia - Première Vision JRC Reflex, Close To Clothes - Modamont.
Crystals provided by SWAROVSKI



LOUIS-GABRIEL NOUCHI

I HATE HUMANS !

France, Womenswear collection

Louis-Gabriel Nouchi is currently in his fifth year at La Cambre, in Brussels where he lives and works. He intends to «Princess Monoké» central themes: the antagonism. In this collection, each garment is a patchwork of a dozen different pieces and functions according to its own logic whilst insisting they form a coherent whole.

Collection produced with the support of Taroni, Malhia Kent, Jakob Schlaepfer, O' Jersey, Jackytex-Tessuti A Maglia - Première Vision.
Crystals provided by SWAROVSKI

10 fashion designers

**ROSHI PORKAR**

Austria, Womenswear collection

Roshi Porkar studied at the University of Applied Arts Vienna where she graduated in 2013. After a period in New York, she now lives and works in Vienna. It is within a back and forth, between the reinvented past and the retro future, that Roshi Pokar would like for us to savour her collection: inspired by 2000BC strange Afghan feminine statuettes called «Princesses of Bactira».

Collection produced with the support of Ricamificio Paolo -
Première Vision
Abip by Russo Di Casandrino - Cuir à Paris
Crystals provided by SWAROVSKI

**YULIA YEFIMTCHUCK**

Ukraine, Womenswear collection

Graduated of the State Institute of Decorative and Applied Arts and Design in 2009, **Yula Yefimtchuk** works and lives in Ukraine. This designer draws her inspiration and reflection from her country's history, focusing on propaganda posters that highlight a certain image of women. She denounces just as much the capitalist commercialisation of femininity as the absurd indoctrination of communism, in essence turning the female body into an instrument.

Collection produced with the support of
Progetto Uno Srl, Utexbel, Teseo - Première Vision.

notjustalabel.com/yulia_yefimtchuk

CAROL LIM & HUMBERTO LEON

In 2002 the American designers Carol Lim and Humberto Leon co-founded Opening Ceremony in New York and in July 2011 they were appointed as the creative directors of KENZO. The strong friendship that bonds this creative duo dates back to their student years at UC Berkeley where they met. Carol Lim and Humberto Leon first gained recognition at Berkeley, early in 2000, and then again by creating Opening Ceremony, a New York fashion boutique relayed via the Internet. In parallel to their numerous personal prêt-à-porter designs and accessories, they have both been responsible for multiple collaborations and project launched with other labels and designers, which are always greatly anticipated. Since the very beginning, Carol and Humberto have been steadfast in challenging fashion habits and in conceiving new methods of design, all in order to offer an unprecedented energy, creativity and enjoyment to the public. Today, they are both enthralled by the KENZO spirit, which they perceive as a lifestyle in its own right. This Parisian label has been immediately immersed in the wealth of their creativity and their mission is to regenerate its spirit and energy. The originality of their patterns and prints, the bright colours, the variety between different musics and cultures, are all key forces behind this label's revival. KENZO's new dynamic world aims for a universality which will seduce men and women of all ages.

MAURIZIO CATTELAN

Maurizio Cattelan is an Italian artist, born in Padua in 1960.

From a working class background, he started his career in the 1980s by making wooden furniture, this granted him an initial contact with leading design figures, such as Ettore Sottsass and the Memphis group. He thus produced a catalogue of his creations, more than a thousand copies of which were sent via a mailing list to galleries, marking an initial step into the fields of design and contemporary art. Nevertheless, it was through provocation and surprise that Maurizio Cattelan made a name for himself. Indeed, he exhibited a stuffed ostrich with its head buried in the ground, wore a costume of a figurine with a giant Picasso head, transformed his Parisian gallerist into a pink phallic rabbit and taped his Milanese gallerist to a wall. Nor does he hesitate in questioning religion and taboos. Thus, in 1999 he exhibited "La Nona Ora" in London, a wax effigy of the deceased Pope John-Paul II being struck down by a meteorite, or his 2001 statue in Stockholm of a kneeling Adolf Hitler called "Him". Cultivating a sought-after look of a mythical Italian "ragazzo", he has become a major figure of contemporary art, commanding record prices in auction rooms. He was one of the most highly collected contemporary artists in 2009. "Toilet Paper", the art review founded by Maurizio Cattelan in 2010, was responsible for creating the previous two advertising campaigns for Kenzo (SS14 et FW14).

PAMELA GOLBIN

Pamela Golbin is the chief curator of Fashion and Textiles at the museum Les Arts Décoratifs, as well as being in charge of the contemporary collections. Franco-Chilean, born in Peru, she graduated from Columbia University (New York City) with a major in art history.

She joined Les Arts Décoratifs as the museum curator of fashion and textiles in 1993.

In 1997, Pamela Golbin was a member of the team responsible for inaugurating – in the Rohan Wing at the Louvre – the largest ever permanent display (1500m2) dedicated to fashion and textiles. She has organised numerous major exhibitions as well as retrospectives on fashion icons such as: Elsa Schiaparelli, Cristobal Balenciaga, Valentino, Madeleine Vionnet (lauded by the Design Museum in London) and most recently, Hussein Chalayan. Pamela Golbin has also been a key figure in key projects abroad, such as the inaugural exhibition of the France in China year at the National Museum in Beijing, as well as the first major fashion exhibit in Sao Paulo, Brazil. She is the author of a dozen catalogues and books, which have been translated into several languages. She is currently the curator of the exhibition “Dries Van Noten, Inspirations” (1st March 2014 – 31st August 2014). She is regularly invited to lecture at prestigious schools, such as the Royal College of Art in London, along with prominent institutions such as the Los Angeles County Museum of Art, the New York Fashion Institute of Technology and the Abu Dhabi Cultural Foundation (United Arab Emirates). In 2008 she created the annual “Fashion Talks” series in New York, which unites the most renowned names in contemporary fashion.

SPIKE JONZE

Spike Jonze is the versatile filmmaker behind the acclaimed films “Her,” for which he won an Academy Award for Best Screenplay, “Being John Malkovich,” for which he received an Academy Award nomination for Best Director, and “Adaptation.,” for which its three stars—Nicolas Cage, Meryl Streep and Chris Cooper—received Academy Award nominations for their performances, with Cooper going on to win Best Supporting Actor.

“Where the Wild Things Are,” his screen adaptation of the classic book by Maurice Sendak, marked his third directorial feature. As a producer, his credits include Michel Gondry’s first film, “Human Nature,” and frequent collaborator Charlie Kaufman’s directorial debut, “Synecdoche, New York.” He recently co-wrote and produced “Jackass Presents: Bad Grandpa,” with his old friends and colleagues, Jeff Tremaine and Johnny Knoxville, with whom he also created and produced the “Jackass” TV show and movies.

In addition to feature films, Jonze has directed numerous music videos, commercials, short films and documentaries, including the 2010 dramatic short “I’m Here,” starring Andrew Garfield, that premiered at the Sundance Film Festival. He also serves as the creative director at VICE media, where he helped create its video content division, and just recently created and produced YouTube’s first music awards show.

JAY MASSACRET

Jay Massacret is a Paris born/San Francisco raised fashion editor and freelance stylist/consultant. He is the Fashion Director of V and Vman. His work can also be seen in magazines such as Man About Town, LOVE and Harper's Bazaar. His clients include Bottega Veneta, Kenzo, Belstaff, Calvin Klein, DKNY, Adidas SLVR, Y-3, Alexander McQueen and McQ.

JAIME PERLMAN

In Philadelphia, born Jaime Perlman began her career in the late 90's working in the art departments at US Harper's Bazaar and US Vogue in New York. In 2005 she moved to London to be Art Director at British Vogue and was later promoted as Creative Director in 2011. In 2009, she founded a pet project called TEST which featured up-and-coming fashion film-makers and photographers.

CHLOË SEVIGNY

Chloë Sevigny is an Academy Award-nominated and Golden Globe-winning actress whose career has spanned over 20 years and has included a vast range of film and television projects. In 2013 Chloë guest starred on several television series including IFC's "Portlandia," with Fred Armisen and Carrie Brownstein, "The Mindy Project," with Mindy Kaling, "Louie," opposite Louis C.K., Ryan Murphy's "American Horror Story" and Paul Abbot's "Hit and Miss," in which she played a transgender hit woman. Previously starring in five seasons of the critically acclaimed and highly popular HBO series "Big Love," Chloë played Nikki, daughter of the prophet and second wife to Bill Henderson (Bill Paxton). She earned the 2010 Golden Globe for her performance. Chloë made her film début in the highly acclaimed and controversial hit "KIDS". With a surprise midnight screening at Sundance and a spot in the main competition at the Cannes Film Festival, Chloë's film career

was well under way. Starring soon after in "Boys Don't Cry," she received nominations for an Academy Award, a Golden Globe and a Screen Actors' Guild Award, as well as winning an Independent Spirit Award, the Los Angeles Film Critics Association Award, the Boston Film Critics Award, Chicago Film Critics Association Award and the National Society of Film Critics Award and a Golden Satellite Award for her performance.

Chloë's numerous film credits include: Woody Allen's "Melinda and Melinda," "American Psycho" opposite Christian Bale, David Fincher's "Zodiac," "Mr. Nice," opposite Rhys Ifans, Werner Herzog's "My Son, My Son, What Have Ye Done?," Lars von Trier's "Dogville," Olivier Assayas' "Demon Lover", "Shattered Glass," with Peter Sarsgaard, "Party Monster" with Macaulay Culkin, "A Map of the World," with Julianne Moore, Steve Buscemi's "Trees Lounge," Harmony Korine's "Gummo" and "Julien: Donkey Boy," and Whit Stillman's "The Last Days of Disco."

Stage credits include: two plays for The New Group: "Hazelwood Jr. High" and "What the Butler Saw," both directed by Scott Elliot; and "Abigail/1702" at the New York Stage and Film at Vassar.

Chloë continues to design her fashion collection under the label: "Chloë Sevigny for Opening Ceremony." Her collections have achieved tremendous critical and commercial success worldwide. She has also been the face of many fashion and cosmetics brands including Louis Vuitton, Miu Miu, the French fashion house Chloé, the Gap, Uniqlo, H&M and MAC Cosmetics.

CAROL SONG

Carol Song graduated from University of San Diego California majoring in communications, minor in art history. Then graduated from FIDM in merchandising. She has worked for over 10 years within the fashion industry in different aspects of sales, events, PR.

She spent two years at Barney's NY as a footwear buyer and for the past 5 years she has been at Opening Ceremony as Head Buyer for all categories (men's women's and accessories).

She previously participated in the 2013 jury for Parson's Designer of the year award and also alongside Jean Pierre Blanc in the jury for the 2013 La Cambre Designer of the Year Award.

Song hosted the Republic of Korea's first global incubating program (similar to the CFDA) this past year, mentoring 5 designers to breakout into the global market.

She has initiated graduate programmes via Opening Ceremony and has been a big supporter of Schools Around the World.

When the store featured Belgium last year, Song flew out to the Royal Academy and La Cambre to meet with the graduating class and help the students get their collections into Opening Ceremony stores. This gives the students an invaluable opportunity to enter the business side of the retail market.

Carol Song is originally from Los Angeles, CA and now resides in New York.

ERIC WILSON

Eric Wilson was named InStyle's first-ever Fashion News Director in November 2013, overseeing designer and industry features in print and online.

Prior to InStyle, from 2005-2013, Wilson was a reporter and fashion critic on the "Styles" desk for The New York Times.

Wilson began his career writing for New York Newsday and Institutional Investor magazine. In 1997, he joined the staff of Women's Wear Daily, covering the ready-to-wear, fur, outerwear and designer sportswear markets. He also wrote the «Month In Fashion» news column for W magazine until joining the Times in January 2005.

Wilson graduated from New York University with a journalism and fine arts degree, and currently resides in New York City.

Three prizes will be awarded :

- The Grand Prix of the jury Première Vision, wich consists of :

- a grant of 15,000 euros offered by PREMIERE 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 wich are emblematic

- The Chloe Prize is granted :

a grant of 15,000 euros

- The Public Prize / City of Hyères

The Galeries Lafayette Group will offer a visibility to the award winning creations throughout the network of the Galeries Lafayette.

Mercedes-Benz will invite one of the designers to showcase his or her collection in Berlin during the Mercedes-Benz Fashion Week Berlin, 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.

Catwalk Picture offers to the Grand Prize award winner the pictures of its next fashion show.

PREMIÈRE VISION

A festival partner since 2011, Première Vision is sponsoring the Grand Prix of the Jury for the second consecutive year. In addition to the 15,000-euro prize, the winner of the Grand Prix of the Jury Première Vision will benefit from a high-level of exposure and visibility to international fashion professionals at Première Vision Paris and Première Vision New York.

Première Vision's commitment goes beyond the prize and support provided to the winner. The World's Premier Fabric Show also opens its doors to the 10 finalists. The nominees are put in direct, privileged contact with top international companies in order to create their collections for the festival!

They are thus given the opportunity to work with exhibitors from the Première Vision (fabrics and knits), Expofil (yarns and fibres), Modamont (trimmings and components for fashion) and Zoom (fashion manufacturing) shows.

www.premierevision-pluriel.com

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 5 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 master pleater Lognon and the subcontractor atelier grand flou Paloma.

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

CHLOÉ

Official sponsor of the festival d'Hyères for the third consecutive year, in 2014 Chloé perpetuates the values of this commitment to supporting emerging designers, initiated by its founder Gaby Aghion in the 1950s.

With the Chloé Prize, which consists of a 15 000 euro grant awarded to one of the ten candidates, the Maison marks its engagement towards emerging talents, encouraging young designers, throughout its history, to design a wardrobe for a free, active and elegant woman. It is in this spirit of initiative that Chloé invites the participants of the Festival d'Hyères to create a silhouette faithful to the Chloé attitude.

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 third time with the prestigious International Festival of fashion and photography in Hyères. Mercedes-Benz is proud to award an outstanding opportunity to one contestant in the fashion competition. In cooperation with ELLE Germany, the participant of the Hyères Grand Prix will be invited to present his or her collection at the next Mercedes-Benz Fashion Week Berlin. Mercedes-Benz Fashion Week Berlin is Germany's most important platform for both emerging talent and established brands, and attracts over 200,000 buyers and members of the press each season.
www.mercedes-benz.com/fashion

Mercedes-Benz Fashion Week Berlin will take place from 8th to 11th July 2014.

GROUPE GALERIES LAFAYETTE

The Galeries Lafayette group, a villa Noailles partner since 2007, became the first sponsor ever to support the institution's programming as a whole in 2011. Aware of its intermediary role, the group is proud to reinforce its support in the International Festival of Fashion and Photography by offering visibility to the award winning creations through the department stores of the Galeries Lafayette group. Since 2011, according to the scheduling of villa Noailles and fashion weeks, the award winning collections have been shown in Galeries Lafayette's windows in Toulon, Paris and Berlin. Galeries Lafayette echoes Hyères Festival's mission: to introduce these young talents to a wide audience and to give them means to develop tomorrow's fashion.
www.groupegalerieslafayette.fr

PETIT BATEAU

PETIT BATEAU will collaborate with the grand prize 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

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
www.givaudan.com

SWAROVSKI

Swarovski supports young talent at Hyères 2014

From April 25–28, 2014, Swarovski will again be nurturing emerging creative talent worldwide by supporting the 29th Festival International de Mode et de Photographie in Hyères, France.

The famous competition is a highlight on the creative calendar, and has helped launch many illustrious careers, among them Viktor & Rolf, Maxime Simoëns, and Yiqing Yin. Ten participants from three categories—fashion, styling, and photography—have their work scrutinized by an international jury of respected professionals, including, this year, the celebrated Kenzo's creative directors, Carol Lim and Humberto Leon. Fashion finalists receive an assortment of Swarovski crystals for use in their designs, showcasing crystal's versatility and highlighting the importance Swarovski places on encouraging new talents.

www.swarovski.com/crystals

CAMPER

Camper will award one of the 10 designers a 10 day workshop in Mallorca this summer at the Camper Foundation. The winning designer will be selected during the festival in Hyères.

www.camper.com

EYES ON TALENTS

Eyes on Talents, the online platform used by the most creative brands to discover and connect with today's best talent is pleased to partner for the second time this year with the internationally renowned Festival of Hyeres. All finalists of each category will be invited to have their online page with profile and portfolio on Eyes on Talents. In addition, the Festival of Hyeres winners will benefit from special communication towards Eyes on Talents member brands.

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

CATWALK PICTURES

Catwalk Pictures offers to the Grand Prix award winner, the pictures of its next fashion show during Paris fashion week.

www.catwalkpictures.com

PALAIS DE TOKYO

Live broadcast of the catwalk show on Saturday 26 April

The Palais de Tokyo, extended and renovated, and now more than ever open towards emerging creativity, in collaboration with the villa Noailles, French epicentre of fashion and young design, invite you to the Palais de Tokyo where the catwalk shows of the 29th International Festival of Fashion and Photography at Hyères will be broadcast live.

A Palais de Tokyo / villa Noailles winner will be selected by the audience, who will be able to witness, in real time, the ten candidates' designs during a live link-up.

Event partners: The Woolmark Company, Galeries Lafayette.

www.palaisdetokyo.com

PLACE MASSILLON, HYÈRES

The catwalk shows taking place on Saturday 26 April will also be broadcast live, for free, to the general public, on the façade of the Tour des Templiers, place Massillon. During this event, the shops on the place Massillon will remain open until the conclusion of the catwalk shows.

THÉÂTRE LIBERTÉ, TOULON

The Théâtre Liberté in Toulon, under the direction of Charles and Philippe Berling, is partnering with the Festival and will be broadcasting the catwalk shows live on Saturday 26 April. 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. The LED screen on the façade of the theatre will also be broadcasting the catwalk shows, which will be visible from the place de la Liberté.

Thanks to this new partnership, the general public will enjoy direct access to the Festival.

BOZAR, BRUSSELS

MAD Brussels invites all fashion-lovers at BOZAR - one of Belgium's most prestigious and emblematic cultural meeting points - for a live streaming of the fashion show of the 29th International Festival of

Fashion & Photography of Hyères 2014. With this event, MAD Brussels is proud to announce the inauguration of the partnership between VILLA NOAILLES within the framework of MADIFESTO #14 et its first European Summit about the Future of Fashion. Welkom, bienvenue, welcome at BOZAR on Saturday April 26 at 8:00PM in Rue Ravenstein 23, 1000 Brussels.

MAD Brussels - Center for Fashion and Design
www.madbrussels.be

MADIFESTO - European Summit about the Future of European Fashion
www.madifesto.be

BOZAR - Brussels Centre for Fine Arts
www.bozar.be

PARTNER SITES

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

- www.vogue.fr

- www.filemotwary.com

- www.thestimuleye.com

PHOTO COMPETITION

ANNA GRZELEWSKA

Poland

OSMA HARVILAHTI

Finland

ARNAUD LAJEUNIE

France

ORIANNE LOPES

France

BIRTHE PIONTEK

Germany | Canada

VIRGINIE REBETEZ

Switzerland

MARIE RIME

Switzerland

MARLEEN SLEEUWITS

Netherlands

CHARLOTTE TANGUY

France

LORENZO VITTURI

Italy | United Kingdom

PHOTOGRAPHY JURY

STEVE HIETT

President of the jury, photographer, Paris

MANISH ARORA

Fashion designer, New-Dehli | Paris

STACEY BAKER

Associate photo editor, The New York Times Magazine, New york

MICHEL GAUBERT

Sound designer, Paris

CLARE VANDER MEERSCH

Founding member of Magenta Foundation, Toronto

MUTSUKO OTA

Editorial director, IMA magazine, Tokyo

DAMIEN POULAIN

Critic director and publisher, Oodee, London

CATHY RÉMY

Deputy photography director, Le Monde M, Paris

BRETT ROGERS

Director, The photographers' Gallery, London

OLIVER SIEBER

Photographer, Düsseldorf

ANDREAS WELLNITZ

Visual editor and magazine consulting, Berlin

Photography curatorship

RAPHAËLLE STOPIN

10 photographers



ANNA GRZELEWSKA
Poland

Photographer **Anna Grzelewska** says her interest in photography lays «in the tension between the documentary nature of images and the fiction of the story they tell.»

Here, she is presenting her series entitled *Julia Wannabe*, depicting her daughter Julia growing up..

www.annagrzelewska.com



OSMA HARVILAHTI
Finland

Osma Harvilahti's photographs aestheticize the world to the point of abstraction; his subjects are treated and portrayed entirely on the level of colour, pattern and form. The work is structured by chains of visual narratives that are based on curation of colour and other visual elements. «My idea is to tell stories, not through drama but simply on the surface of the image.»

osmaharvilahti.tumblr.com



ARNAUD LAJEUNIE
France

Arnaud Lajeunie has staged artificial interventions in nature in order to confuse the habitual interpretation of the landscapes depicted. He explains: "I rely on the camera as a device with technical features that can give tangible shapes to ever-moving fluxes, in this case the waves. The high shutter speed transcends the human reflex of persistence of vision: it reveals existing shapes that the «mortal eye» cannot perceive on its own. Here, colour is seen as a raw material, as are the waves and the rocks.

www.arnaudlajeunie.com



ORIANNE LOPES
France

Orianne Lopes presents *Les Mélanies*, a work reflecting her thoughts about the representation of the black female body in white visual culture. In choosing a quirky, parodical point of view, she aims to challenge the image of African women and the aesthetic and sexual stigmatization surrounding them.

10 photographers



BIRTHE PIONTEK
Germany | Canada

German photographer based in Vancouver, **Birthe Piontek** presents *Mimesis*. «We create, share and look at millions of images of ourselves every day, in a tireless attempt to provide tangible proof of our existence.»

Birthe Piontek appropriates, changes and reinterprets the original representations, in an effort to invite the viewer to look beyond the surface.

Here one may discover further embedded layers – the uncanny, the mysterious, the sad, the joyful, the painful – an expanding perceptual experience inviting exploration of the unknown parts of the self.

www.birtheptiontek.com



VIRGINIE REBETEZ
Switzerland

Virginie Rebetez questions the matter of individual and collective identity and memory. This work was carried out, a vast graveyard in Soweto (South Africa). The photographer turned her lens towards intriguing tombstones covered in different kinds of materials, thus concealing the identity of the deceased.

Traditionally, the tombstone veiling ceremony is one of several funeral rituals. When the tombstone is placed, it is immediately covered with fabric for a period of time, until the important unveiling ceremony.

In decontextualizing these tombstones with a black background, our vision on their status is transformed; they become sculptures, silenced characters, awaiting their revelation to the public.

www.virginierebetez.com

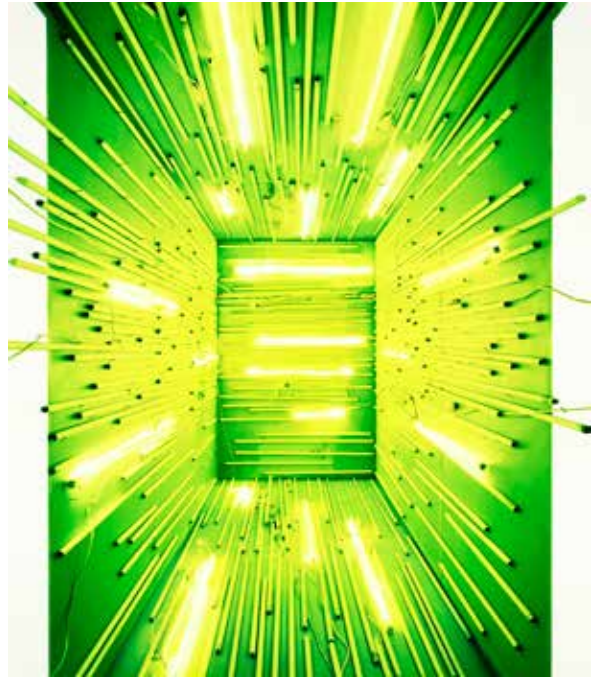


MARIE RIME
Switzerland

High-colored geometries, strict compositions are at the core of **Marie Rime's** work. She presents *Armures* and *Pharma*.

Armures is a series about women dressed in costumes fashioned from everyday objects. In *Pharma*, she questions an industry which is very much talked about in Switzerland: the pharmaceutical industry.

www.marierime.ch



MARLEEN SLEEUWITS
Netherlands

Marleen Sleeuwits' photographic work explores places with which it seems one is unable to make any connection. "I construct and deform spaces in empty office buildings until an image comes into being that conveys this experience. My inspiration originates from specific in-between spaces: interiors where we often find ourselves but are shut off, as it were, from our consciousness. These transformations mostly resemble temporary installations or sculptures. The end result is a photographic interpretation of the space.

www.marleensleeuwits.nl

10 photographers



CHARLOTTE TANGUY
France

In the past three years, **Charlotte Tanguy** took pictures in Russia. Not speaking a word of Russian, she lost there language and the understanding of situations. She tells «For this series, I wanted my pictures to stare intently at a precise point focused on presence. I noted that they often took time to be deciphered. As if focusing more precisely on matter meant enhancing the void in its thickness. This paradox made me think of what happens when looking «too» precisely at a word written on paper. The drawing of the letters overwhelms their underlying meaning. The letters become unfamiliar, while on the other hand, their physicality reveals itself.

www.charlottetanguy.fr



LORENZO VITTURI
Italy | United Kingdom

Lorenzo Vitturi, Italian photographer based in London, has led a photographic project in Dalston, the district where he lives. At the heart of Dalston, stands a multiethnic market, which Vitturi has walked through endlessly. Initially perceived as chaos, day after day, the market has revealed to me its own order and harmony. Over eight months, living between my studio and the market, I collected every type of organic and inanimate object and debris. These found objects were to form a distillation of the market as still life sculptures, reworking the anatomies of its characters and attempting to capture and communicate the essence of this unique place.»

www.lorenzovitturi.com

STEVE HIETT

He wanted to become a painter, then a musician; but a photographer?

Steve Hiett had not predicted this. Following an education in Art and Graphic Design, not forgetting his time spent on stage with his group The Pyramid, during the Swinging London years, Steve Hiett became, due to an unfortunate accident (he was electrocuted on stage), a tutelary figure in the world of fashion photography and artistic direction. Indeed, it was when deprived of his Fender that he started to photograph his group on tour, followed by other musicians, including Jimi Hendrix.

Then came collaborations with the magazines Nova and Queen, as well as British Vogue, followed in the 1970s by Vogue Paris, Elle and Marie Claire, with whom he shared a long and prolific collaboration. Steve Hiett's career path is like the string attached to his Fender, which he has never abandoned: it echoes the riffs of life, devoid of any predestined route or career plan, instead taking instinct as its guide.

Some will recognise the signature style that he developed in the 1980s: over saturated images, off-centre framing, dazzling flash work. The Hyères festival, which will present the first major exhibition of his work, will bring to light some of the unsung aspects of his photography, in order to re-establish the full scope of an oeuvre which represents an essential milestone in the history of contemporary fashion photography.

Steve Hiett lives in Paris where he continues to work as a photographer for fashion (notably for Vogue Italy), as well as a musician and art director.

MANISH ARORA

Manish Arora was studying for a degree in Commerce when he decided to change the direction of his career. In 1994, he graduated

from the National Institute of Fashion Technology in New Delhi. Three years later, he launched his own label, Manish Arora. After five successful years of showing in India, Manish exhibited his first collection on an international platform in 2005 at the London fashion week. Soon after, he was invited to showcase his debut collection at the 2007 Paris fashion week, and there has been no looking back ever since. In 2011, Manish was appointed creative director for the Paco Rabanne fashion house where he designed two successful collections. The press shows constant appreciation for Manish's work, and it has graced the covers of prestigious magazines among which V Magazine, Interview, Vogue, Elle, Harpers and L'Officiel. Manish Arora also has eminent collaborations under his belt with Walt Disney, Swarovski, Swatch, Reebok, Barbie, Monoprix, Nespresso, Nivea, MAC, Pommery & many more.

Manish's styles have been worn by distinguished celebrities & singers: Katy Perry, Lady Gaga, Rihanna, Rossy de Palma and Beth Ditto, to name but a few.

His religion is PINK and GOLD. He finds endless inspiration in the riotous colours of India and Indian pop culture.

STACEY BAKER

Stacey Baker is a photo editor at The New York Times Magazine, where she works with photographers such as Massimo Vitali, Alec Soth and Lars Tunbjork. The photography at New York Times Magazine is recognized annually by publications such as Photo District News and American Photography. She is also a former Director of Photography at More Magazine in New York. In her spare time, Stacey photographs women's legs on the streets of New York and elsewhere for a project she calls Citilegs.

MICHEL GAUBERT

Michel Gaubert grew up in France and studied in the UK and US, where he developed and matured his eclectic taste for both music and style.

His musical career started with college parties before moving on to the nightlife scene, namely late 70s Paris hotspot Le Palace. This was a crucial time where punks, jetsetters, fashion icons and designers rubbed shoulders gloriously at the club. A time to party and dance.

Shortly after, Michel logically moved on to become a sound illustrator for catwalk shows, thus making the link between fashion and music - a language reflecting a state of mind, a moment - and discovering that music could be shared elsewhere than on the dance floor.

Today, Michel Gaubert's work as a "sound designer" recognized for his ability to "hear", to see, to adapt to the desires of fashion designers by remaining faithful to the fantasies they transcend on the catwalk, takes him all over the world: from Milan to New York and Paris for their "fashion weeks", all the way to Beijing, Seoul, Moscow, Tokyo or Sao Paulo... where he animates the most prestigious soirées for all the top fashion "houses".

CLARE VANDER MEERSCH

Clare Vander Meersch is Director of Photography for Globe Style Advisor and Report on Business magazines at the Globe and Mail, Canada's national newspaper. She has held this post for over a decade and has garnered numerous awards for her work at Canada's NMA's and ADDC awards. Her previous posting was as photo editor of Shift magazine. In 2004, Clare was a founding member of the Magenta Foundation for the arts (www.magentafoundation.org), and continues to serve on their board, with particular devotion to the Flash Forward competition for emerging photographers in

Canada, the USA and UK.

In 2010, she oversaw the redesign of the style section of the newspaper bringing her defining signature style of cultivating new photo talent. In 2012, she launched the style Advisor magazine which won its first gold at the Canadian NMA's in fashion and beauty photography in 2013.

Educated at UBC with a degree in Art History, she furthered her studies in the UK with a diploma from Christie's Auction House, finally returning to Canada to develop a career in photography.

MUTSUKO OTA

Born in Tokyo in 1968, Ota graduated from the Faculty of Literature at Waseda University before joining the editorial department at Marie Claire. She then worked at Esquire, later GQ and was in charge in various genres - art, photography, literature, travel, lifestyle and food. Later, she became a freelancer and took part in many projects including Takashi Murakami's art project, magazines and art museum catalogues. Since 2012, Ota has directed magazines, photobooks and exhibitions as editorial director of art photography magazine IMA. She is now also the brand director for the IMA CONCEPT STORE, which opened in Roppongi in March 2014.

DAMIEN POULAIN

Damien Poulain Damien Poulain is a graphic designer and creative director working across a wide range of fields, with a specific focus on art, fashion and music. He also publishes photography books under the name oodee. He has gained international recognition commercially and artistically with work for clients including Dazed and Confused, KesselsKramer, Adidas and Uniqlo, solo shows in London at Kemistry Gallery and KK Outlet, in Tokyo at Calm and Punk Gallery and Claska, and group shows at the Museum of Graphic Design in Breda, Holland. He is regularly featured in international publications. Having worked in France, Spain, Germany and Italy, Damien chose London as the place to develop his ideas and has been based there since 2002. In 2011, Damien founded oodee, a publishing house focusing on contemporary photography. Including the sold out London and Tokyo editions of oodee's inaugural POV Female series, he also produces books for Pieter Hugo, Charlotte Dumas and Viviane Sassen.

www.oodee.net

CATHY RÉMY

Cathy Rémy is Deputy Director of Photography for M, Le Monde's weekly colour magazine. She worked for over 15 years in various publications before joining Le Monde in 2000. As editor of the magazine's photography portfolio section, she is dedicated to discovering the work of emerging young photographers and visual artists. She studied painting and cinema (at the Institut National des Arts et Techniques du Spectacle) in Brussels, and has written regularly about photography since 2011.

BRETT ROGERS

Brett Rogers is director of The Photographers' Gallery, London, the first

publicly funded Gallery dedicated solely to photography in the UK. Founded in 1971, it established early on a reputation for its independent approach to curating and its promotion of photography in all its myriad forms. In its recently reopened space near Oxford Circus, it continues to be recognized internationally as an innovator within the field of photography and the wider image economy. Before joining the Gallery in 2006, Brett was deputy director of visual arts at the British Council, where she was responsible for establishing the British Council's Photography Collection and curating an ambitious program of international touring exhibitions on British photography.

OLIVER SIEBER

Sieber's work usually takes the form of series and he is fascinated by the subject of identity and the phenomenon of young people and their subcultures. This led to the series SkinsModsTeds, B-Boyz B-Girlz, 11Girlfriends and Boy meets Girl. He spent time in Japan for an artist-in-residence programme, where he made the series J_Subs as well as character thieves, for which he photographed young people dressed up as their favourite manga characters.

Over the past few years, exhibitions of his work have been held at, among others, Fondation d'entreprise Hermès in Berne, Photomuseum Braunschweig, the Photographers Gallery London, the Photographische Sammlung SK/Stiftung Kultur in Cologne, the National Museum of Photography in Copenhagen, the Photo España Festival in Madrid, Yours gallery in Krakow and Fotomuseum Winterthur. Sieber has published a number of books. The latest two are based on his works - Character Thieves and Imaginary Club published in 2013. For more information about his work see.

www.os66.de

ANDREAS WELLNITZ

Andreas Wellnitz is a visual editor and magazine consultant who lives and works in Berlin, Germany. His studio was founded in 2009. With his team, Wellnitz produces magazines, fashion stories, campaigns and books. The main purpose of the studio is photo research, magazine development and photo production. Andreas has worked for numerous brands and publications like ZEIT Magazin, Nike, Ferrari, DU, Weltkunst, NZZ, Lotus Magazine, Credit Suisse, Red Bull and Das Magazin. Recently, he designed a Sexual Education book for teenagers called “Make Love” and also published his own magazine project “Paradiso”, a travel magazine.

THE PHOTOGRAPHY GRAND PRIX OF THE JURY

The photography jury 2014 - 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 the Photography Grand Prix of the Jury, which distinguishes the originality of the author's vision and artistic approach.

CHANEL

CHANEL will support for three years 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

SCHOOL OF VISUAL ARTS

The New York School Of Visual Arts, one of the most prestigious schools of applied arts & fine arts, offers a one year Photo Global scholarship to one of the photographers shortlisted in the competition. A Critical Photography Program, «Photo Global» is an intensive ONE-YEAR residency offering international participants the opportunity to work with technologically advanced facilities and with renowned photographers. Guest

Photographers and Lecturers Include: Tina Barney, Elinor Carucci, Roe Etheridge, Joseph Maida, Roxana Marcoci, Vik Muniz, Eva Respini, Jody quon, Dan Graham, Olaf Breuning, Eric Weeks and Michael Smith.

www.sva.edu

Photography awards

LEICA

Leica Camera France offers to the winner of the « Grand Prix du Jury » an accompaniment of 2 years and a logistic support as a loan of a Leica S2 and a Summarit-S 1:2,5/70 ASPH.
www.leica-camera.com

EYES ON TALENTS

Eyes on Talents, the online platform used by the most creative brands to discover and connect with today's best talent is pleased to partner for the second time this year with the internationally renowned Festival of Hyeres. All finalists of each category will be invited to have their online page with profile and portfolio on Eyes on Talents. In addition, the Festival of Hyeres winners will benefit from special communication towards Eyes on Talents member brands.
www.eyesontalents.com

EXHIBITIONS

KENZO

STEVE HIETT

JEAN-MICHEL BERTIN

OLIVER SIEBER

**MAN RAY, SONIA DELAUNAY,
MARIE-ANGE GUILLEMINOT**

ROMAIN PELLAS

PETROS EFSTATHIADIS

A MAGAZINE CURATED BY

CHARLIE ENGMAN

ANNA ORŁOWSKA

SATU MAARANEN

JEAN-BAPTISTE FASTREZ

THE FORMERS

NOUVELLE AFFAIRE

LIBRAIRIE ÉPHÉMÈRE

PEREZ

PERMANENT EXHIBITION

MARC TURLAN



KENZO

Wayback machine

Swimmingpool room, villa Noailles

Carol Lim, Humberto Leon and Kenzo Takada - like minded individuals of Asian origins, working and creating in Paris. The similarities don't end there. These three people, while born decades apart, share common ideas, philosophies and have, in very different ways, revolutionized the experience of ready-to-wear and the understanding and discourse of fashion on a global level. Their approach to fashion is resolutely democratic and instinctual. What they bring to the table is an innate understanding of what people want and a knack for creating highly covetable items. Kenzo Takada founded KENZO in 1970 and retired from his company in 1999 after he sold his stake in the brand to French multinational luxury goods conglomerate, LVMH. Since 2011, Carol Lim and Humberto Leon, founders of the success story that is Opening Ceremony, have been Creative Directors. Drawing on Takada's appreciation for creative, design led clothing, the duo have brought back the fun and highly spirited energy of a brand that was a pioneer in ready-to-wear clothing for men and women and have made it relevant for today.

The exhibition at the villa Noailles is a reflection on the different approaches to design that both of these creative powerhouses have employed during their tenures at KENZO. Visitors will leave with an understanding on how they, in very different ways have made, and continue to make KENZO one of the most keenly observed and appreciated forces in the fashion world today.

CAROL & HUMBERTO © Sebastian Kim

Kenzo takada © D. Boussard



STEVE HIETT

The song remains the same

Squash room, villa Noailles

He wanted to become a painter, then a musician; but a photographer? Steve Hiatt had not predicted this. Following an education in Art and Graphic Design, not forgetting his time spent on stage with his group The Pyramid, during the Swinging London years, Steve Hiatt became, due to an unfortunate accident (he was electrocuted on stage), a tutelary figure in the world of fashion photography and artistic direction. Indeed, it was when deprived of his Fender that he started to photograph his group on tour, followed by other musicians, including Jimi Hendrix.

Then came collaborations with the magazines Nova and Queen, as well as British Vogue, followed in the 1970s by Vogue Paris, Elle and Marie-Claire, with whom he shared a long and prolific collaboration. Steve Hiatt's career path is like the string attached to his Fender, which he has never abandoned: it echoes the riffs of life, devoid of any predestined route or career plan, instead taking instinct as its guide.

Some will recognise the signature style that he developed in the 1980s: over saturated images, off-centre framing, dazzling flash work. The Hyères festival, which will present the first major exhibition of his work, will bring to light some of the unsung aspects of his photography, in order to re-establish the full scope of an oeuvre which represents an essential milestone in the history of contemporary fashion photography.

Steve Hiatt lives in Paris where he continues to work as a photographer for fashion (notably for Vogue Italy), as well as a musician and art director.

Steve Hiatt, 1979

Steve Hiatt, Vogue Russe, 1970



JEAN-MICHEL BERTIN

Décorateur

Sautoir and Gymnasium, villa Noailles

Scenographer and set designer, Jean-Michel Bertin collaborates on many op-eds, advertising campaigns, videos and window displays for important luxury brands and fashion magazines.

Through these commissions, he works with photographers such as Walter Pfeiffer, Erwan Frottin and Viviane Sassen, developing loyal friendships with some of them, such as Grégoire Alexandre and Charlie Engman. Over the course of these series, he has nurtured a creative complicity with each photographer, sharing a spontaneity in his use of materials and colours.

From within this energy he has, almost instinctively, selected photos, often editorials, creating a fairly classical display which constitutes the first part of his exhibition at the villa Noailles. These prints present an accomplished and framed work.

The second part of this exhibition sets the spectator at the heart of his photographic world. His “supersized” prints feature large cut outs, creating a new setting

wherein the visitor becomes both model and photographer in turn. They progress within this uncomplexed collage which blends international advertising campaigns with editorials, redistributed throughout the room.

Jean-Michel Bertin, 2014

Charlie Engman pour Obsession Magazine

Exhibitions

**OLIVER SIEBER**

Imaginary Club

Galerie nouvelle, villa Noailles

Oliver Sieber photographs counter-cultures linked to diverse musical scenes. He created Skinsmodsteds at the end of the 90s, a series undertaken in his home town of Düsseldorf on the Skinhead community (those who take their roots from Jamaican culture), Mods and Teddy Boys. The procedure he employed was the same as the one he uses today: a neutral background, a tightly cropped head shot, taken with a three-quarter view. In 2013, he published *Imaginary Club*, a total of 432 pages. This time he expanded his scope, uniting shots taken on three continents: Europe, America and Asia. Goths, Punks and Rockabilles, are all included and thanks to the promiscuity of the page layout (designed by Sieber himself), they all rub shoulders, irrespective of their schools of thought. The method used for each shot remains the same: same framing, same three-quarters view. However, instead of inviting the subjects into his studio, this time he has decided to go to them. He meets them at their pilgrimage sites: festivals, clubs, concerts, on the fringes of which he installs a small, short-lived studio, with lighting and light



grey paper background, to which he now attaches a black backdrop. Boys and girls process before his camera, from Tokyo to Los Angeles, with hair dyed pink, blue, or striped, straightened, gelled, or Mohawks, bearing scarified skins, tattooed and pierced. No exchanged glances. Upon this light grey or black background, they suddenly stand silent, as if fixed within a space where noise, rage and time no longer exist. The spectator becomes lost within this sheltered frame, confronted with the details of their outfits, haircuts and make-up. Next to these, the photographer exposes out of frame locations: snapshots of club entrances, old diners, grabbed street shots, posters and flyers stuck together. These black and white contrasting snapshots show a craftsmanship which is radically different to that of Sieber's brand, up until now. These images contextualise the portraits, whispering a few clues upon these silent characters. By mixing – without any distinction of style or origin – these contemporary counter-culture faces, Oliver Sieber is not revealing marginal groups, but a global community. This is the focus of his *Imaginary Club*, a kind of international brotherhood, where words and music are circulated. The Hyères festival offers this German photographer his first exhibition in France, putting on display around one hundred of the photographs taken from his *Imaginary Club*.

*Imaginary Club, 2005-2012, Oliver Sieber,**Imaginary Club, 2005-2012, Oliver Sieber,*

APRIL 25-28, 2014



MAN RAY, SONIA DELAUNAY, MARIE-ANGE GUILLEMINOT

Les fantômes de nos actions passées

Bâtiment initial, villa Noailles

«On the point of leaving, in a very tired and aged tone, I asked: “Monsieur Gide, how are we for time?” Learning that it was a quarter to six, I got up, shook the artist’s hand fondly and left».

Arthur Cravan

«André Gide» in *Maintenant*, No. 2, 1913

Following on from Bless, Guy Bourdin and Fabric Interseason, this year the main villa building will exhibit *Les fantômes de nos actions passées*, bringing together Man Ray’s portraits, Sonia Delaunay’s fabrics and the work of a contemporary artist, Marie-Ange Guilleminot. Considered as less of a demonstration than a deconstruction, this exhibition aims to be a crossroads, a sidelong glance where silhouettes, names, drawings, places and ghosts intersect.

If some consider time to be an inexorable straight line, others think that it must be described as circles or a spiral, a surface that is constantly re-interpreted upon itself.

At times, from ricochets to echoes, from already seen impressions to figures, certain situations seem to repeat themselves. Thus, in his film, shot in the villa Noailles in 1929, Man Ray asks: «Do ghosts of actions exist?... Ghosts of our past actions? The minutes we’ve lived, don’t they leave some tangible trace in the air and on the land?»

Emmanuel Radnitsky, better known as Man Ray (1890 – 1976), was an American who arrived in Paris in 1922, a painter and secondarily a photographer who witnessed from behind his lens all those who Paris considered avant-garde artists and writers, including Charles and Marie-Laure de Noailles. His portraits of the who’s who of Paris not only bear witness to the intense activity that occurred there, but also to a state of mind that, amid parties and the artistic avant-garde, literature and fashion, inspired Jean Cocteau, Georges Hugnet, Marie Laurencin, Tristan Tzara, Marcel Duchamp, Bronia Clair, Robert Desnos and

Marie-Ange Guilleminot, *Objet-étalon*, 2012
Lothaire Hucki, 2014

Marie-Ange Guilleminot,.... *du meuble spirale au meuble infini...*,
Lothaire Hucki, 2014

Exhibitions



also Francis Picabia. One must also add the numerous portraits of Charles and Marie-Laure de Noailles – who were involved body and goods in their period – which not only illustrated magazines, but also the period's fashion designs.

Sonia Delaunay (Sarah Stern 1885-1979), an artist originally from Russia who settled in Paris in the 1900s, dreamt of finding other supports on which to paint. The fabrics she designed in the early 1920s, created equally for clothes and furnishings, are far from incidental, as witnessed by a curtain created for the villa Noailles in 1925. Delaunay blended painting and poetry – her poem-dresses exposed a different path which transcended the boundaries between art and objects.

Marie-Ange Guillemot stages a performance with her dress designs. In a partnership with Jean-Luc Moulène, these images represent a diversion from those «fashion series» exercises which structure magazines. These “emotional dresses” which offer an enigma, an intimate parable, then resonate with Sonia Delaunay's catalogue of colour samples, held at the museum of Decorative Arts. At the villa Noailles, the artist is invited to appropriate the objects preserved herein, to release them from their display cases: books, fabrics used to furnish the house. She is tasked with arranging – in

accordance with the villa's unique spirit – this association between different periods and different individuals, summoned at the same time to the same location. Actually, a universe of intersections, encounters, possibilities, and influences is evoked, as a means of asking a final question: that of the spirit of a time...

Stéphane Boudin-Lestienne and Alexandre Mare, curators of the permanent exhibition, commissioned this encounter, whose scenography was designed by David de Moutis. For this occasion, the Bibliothèque Doucet has loaned a series of rarely exhibited – even previously unseen – prints by Man Ray. The CNAP (National Centre of Plastic Arts) has provided its example of the American artist's famous Lampshade. The villa will highlight images by Man Ray from its own collection, as well as simultaneous fabric by Sonia Delaunay, on loan from a private collection. Marie-Ange Guillemot will exhibit several series of work from her own collection, including her large spiral bookcase.

Marie-Ange Guillemot manipulant Lampshade Man Ray,
Lothaire Hucki, 2014

Marie-Ange Guillemot, Conversation, 2008

Exhibitions



PETROS EFSTATHIADIS

Kipseli

Tour des Templiers, city center

Last year, Greek photographer Petros Efstathiadis won the Jury's Grand Prize for Photography; he is back this year with the results of the photographic commission he received, now shown in his first solo exhibition.

Petros Efstathiadis creates sculptures and decors from a varied array of materials he finds in the Greek village where he grew up: it's his artistic theatre of operations. Once documented and photographed, the sculptures are dismantled and its components are returned to their everyday use. The only thing that remains is the photograph: images which, once juxtaposed, recompose a fantastical and poetic memory of a country in turmoil.

In the world of Petros Efstathiadis, sections of piping serve as columns for a different Acropolis, and dustbin lids as bas-reliefs. The entire landscape expresses destitution. This manner of recycling, of "making do" with what his immediate surroundings provide, is the foundation of his work. It is rooted in the territory, it literally emerges from the land; his sculptures are born from what the landscape contains. The



inextricable link it creates between place and form informs us that the installations constructed here are immovable, and that the photographic act is crucial for the work to come into existence.

For this photography commission, Petros Efstathiadis has continued to fashion his world. After his previous recent series, which featured poetic objects of revolt (Eggs, Ropala, Bombs...), the photographer has chosen to address the recent social context in his home country - originally the cradle of Europe, and today its unwitting political and economic laboratory. The artist embraces the methods of opponents forced to get by with makeshift means; to him, the ready-made meets criteria of shape, colour, composition – and ultimately poetry - instead of those imposed by anticipated danger or effectiveness.

In this world, transfigured as much by the photographer's hand as by his eye, we encounter codes and images that are familiar or recently discovered: the prison environment, with its limited means - as evoked in Robert Bresson's film "A Man Escapes", or the silhouettes of protesters seen in the media, shot on Kiev's Maidan some time after those in Athens' Syntagma Square.

Petros Efstathiadis, 2014

Petros Efstathiadis, 2014

APRIL 25-28, 2014



ROMAIN PELLAS

Pigeon house, villa Noailles garden

The villa Noailles has invited Romain Pellas to take possession of a space within the garden during the festival. The Pigeonnier offers a surprising perspective on the modern building's forecourt, enticing visitors away from the hubbub and the sun which beats down upon the façade. This stone décor frames an installation that the artist has created specifically, with his own tools, and is revealed in several scenes over the course of the walk.

«Neglected, not entirely but only half abandoned, as if even the slightest completed state was impossible, in fact this ambivalence has existed since the mid-nineties in all of Romain Pellas' œuvre. His "Encombrants", hastily assembled in the middle of Parisian pavements, made evident what little fluidity there is within urban spaces by creating obstacles in the form of reclaimed objects. (...) Installed in the middle of an exhibition space, they continue to hinder the progress of visitors, (...) turning the art centre or museum into a sort of artificial campaign for artificial obstacles. (...) One may question whether

these constructions are not also a genetic deterioration of the arrangement of the exhibition space. (...) Through their apparent instability, these installations betray the lack of stability of their surroundings. An instability that is reinforced by the uniform poverty of the materials used which, due to their condition as "remnants", architectural "off-cuts", are likely to create a feeling of material and moral ruin. (...) In Romain Pellas' work, nature is a nature in full flight, collapsing on itself, approaching a human dimension, as if it could be the point of attraction for this collapse.»

extracts from the text
Le langage des flux
by Fabrice Hergott

barage flottant, 2012, Seine Saint-Denis

Maison 1, 2013, Le Levant



A MAGAZINE CURATED BY COVERCRAFT

Parvis et escalier, villa Noailles

A Magazine curated by presents COVERCRAFT, an exhibition spanning over a decade of independent publishing in partnership with some of the most avantgarde and exciting names in fashion design today. Coinciding with the 29th Festival d'Hyeres, A Magazine has commissioned over a dozen designers to create a new artwork for the terrace of the Villa Noailles, which will later form a travelling showcase beginning in Paris and London and Antwerp.

Exhibiting designers include: Jun Takahashi, Maison Martin Margiela, Kris Van Assche, Dirk Van Saene, Yohji Yamamoto, Hussein Chalayan, Proenza Schouler, Martine Sitbon, Stephen Jones, Giambattista Valli, Iris Van Herpen and more to be announced.



CHARLIE ENGMAN

Main stairs and press space, villa Noailles

Photographer Charlie Engman was invited, on a proposal of Jean-Michel Bertin, to photograph the villa Romaine, a fantastical villa in Hyeres complete with a hall of mirrors and labyrinthine garden. The resulting images are his response to the uncanniness of the villa, its elaborate interiors, its mysterious energy, and its history both real and imagined.

*A Magazine curated by Iris van Herpen,
Pierre Debusschere, 2014*

Charlie Engman 2014



ANNA ORŁOWSKA

Sound of Silence

Grilles, La Banque, city center

Anna Orłowska, a shortlisted photographer from the 2013 competition, returns to Hyères to exhibit the result of a commission: to photograph the outfits of the 10 shortlisted fashion designers of the 2014 Hyères Festival.

Shot in the former Banque de France building of Hyères, Anna Orłowska's series is very much rooted in her style: the photographer has brought into the place the tension and ambiguity characteristics of her work.

Last year, she unfolded a world where men were existing between a natural state and the role attributed to them within society. The human being appeared subject to various internal conflicts, author of the strangest discoveries, records and acts. We came across a strange paradox: mechanical reproduction of reality, as a product of our civilization, mingled with mental image - a kind of a phantom. If there were no clear narrative which serves as a link between the images, Orłowska brought life a story of human madness. From one image to another, she flits between reality and illusion.

From the vaults and the archive, from the kids' bedrooms in the caretaker's quarters to the reception halls, Anna Orłowska has taken possession of the former Banque de France's stately interiors. Through her lens, the large empty house proves expressive, eager to tell stories and still filled with the sounds and voices that its occupants try to capture with their ears, somewhere between amazement and curiosity.

In 2011, Anna Orłowska graduated from the national film school of Lodz, Poland. She has exhibited her work at Lookout gallery in Warsaw in 2012 as well as at the Aperture Foundation in New York in 2010 for the show entitled 'Tomorrow's Photographers Today'. In 2013, at Hyères Festival, she was awarded the School of Visual Arts scholarship, which granted her a one-year residency in New York, in the PhotoGlobal program.

www.annaorlowska.com

Anna Orłowska, 2014



SATU MAARANEN

Geometry of futufolk

*Showrooms, garden, villa Noailles
Catwalk show, salin des Pesquiers*

The new Spring-Summer 2015 collection, Geometry of futufolk, is about functional folk craft, 60s space age and the ornamental Baroque.

For this collection, Maaranen undertook research into Finish folk craft traditions, Hermitage scrollwork and the couturiers André Courrèges and Pierre Cardin, known for their avant-garde style and space age designs, who both employed geometric shapes, metal and plastic in their designs. The inspiration for these silhouettes and cuts comes from 60s Couture, but the looks are a combination of Haute Couture and Ready-to-Wear.

Maaranen has applied specific processes to the materials in this collection. Her expressionistic fabric prints are hand printed and coated with an open silk screen and digital prints of birch braids, granite and wooden blocks. She has painted by hand on top of these digital prints, embroidered on the open silk screen prints and printed on top of the embroideries.

moodboard, Geometry of futufolk - printemps, été 2015
© Satu Maaranen

She thus joins an innovative tradition of designers from her country who are celebrated for their use of natural materials: Aalto, Sarpaneva, and Nurmesniemi.

Satu Maaranen wishes to instigate a new, younger and slightly credulous reflection on Haute Couture (all of her materials and prints are handmade).

As part of their prize, Petit Bateau has granted Satu Maaranen with the opportunity to create a capsule collection which will be sold at the villa Noailles from 25 April and thereafter in their own network of shops.

The collection Geometry of Futufolk and the capsule collection for Petit Bateau will be presented during the catwalk shows at Hyères, Friday 25 and Saturday 28 April 2014.

moodboard, Geometry of futufolk - printemps, été 2015
© Satu Maaranen

Exhibitions



JEAN-BAPTISTE FASTREZ

BOAT

Palier 1, villa Noailles

BOAT is a series of mirrors, created by Jean-Baptiste Fastrez for the French design company Moustache. It arises from an installation created for the November 2013 exhibition Galerie des glaces, at the Galeries Lafayette in Toulon, on a proposal of the villa Noailles.

The frame is made from a welded PVC fabric, thus borrowing materials and finishing from nautical equipment and re-employing them for a domestic object. Like a coat, or a hat, its frame is bound in different manners.

An open and versatile object, the mirror BOAT assumes a new character each time.

Following on from the production of the vase Parade, created by Jean-Baptiste Fastrez at CIRVA (The International Centre of Research on Glass and Visual Arts) in Marseille, Moustache has for the second time provided an industrial outcome to the experimental projects developed by the designer, with the assistance of the villa Noailles.

miroir BOAT, Jean-Baptiste Fastrez



THE FORMERS

Showrooms

Cour des perruches, villa Noailles

The Festival assists and supports former winners by inviting them to present their collections free of charge and thus benefit from the presence of media and industry members during the Festival.

Prominent participants this year:

- Matthew Cunnington et John Sanderson (2008)
- Wisharawish Akarasantisook (2008)
- Mareunrol's (2009)
- Harald Lunde Helgesen (2009)
- Steven Tai (2012)
- Satu Maaranen (2013)
- Damien Ravn (2013)

Exhibitions



NOUVELLE AFFAIRE

Hall, villa Noailles

Nouvelle Affaire, was born out of Pascal Humbert and Catherine Ansel's desire to combine their talents and offer a unique perspective on fashion. Created in 2009, it associates a resolutely Couture spirit, through limited editions or custom made lines, with an experimental dimension, the result of continual research for multiple and protean sources of inspiration.

This unique symbiosis – the genuine DNA of the label – was materialised in 2012 by the launch of a dedicated space in Paris, the Boutique Nouvelle Affaire. Modelled on its creators, it aims to be a laboratory for ideas, a space for experiments and a melting pot of creativity.

Faithful to his origins in fashion, Pascal Humbert designs clothes, through Nouvelle Affaire, that are simply beautiful, made for an eternal woman who is permanently reexamined. This collection is made in Paris by artisans and is regularly expanded.

Parallel to this, Nouvelle Affaire has also created a department for designing image wear for clients looking for exclusive outfits. This demanding activity is

Nouvelle Affaire

established as a natural continuation of Nouvelle Affaire's stylistic direction.

Jean-Pierre Blanc has given Nouvelle Affaire carte blanche for the 2014 festival. The main hall of the 1920s building is dressed with the company's house style, which also unfolds within an ephemeral boutique containing a selection of limited editions and unique pieces.

For this first collaboration, Baptiste Debombourg and Marianne Maric have been invited by Nouvelle Affaire to create designs specifically for the location.

Filep Motwary

Exhibitions

**LIBRAIRIE ÉPHÉMÈRE**

Guillaume Ingert

François Cam Drouhin

Summer House, villa Noailles garden

Whilst the book evolves, becomes dematerialised and is infinitely duplicated, the paper object adopts a new dimension. Faced with the multiplication of virtual platforms (blogs, online magazines, social networks and tumblr), its format, its binding, its pages and its stigmata evoke something of the tangible nature of the book, both perennial and delicate. Fashion photography exists at the convergence of several areas of creativity that reached a level of accomplishment in the second half of the twentieth century (silver-based photography and prints). This graphical legacy, which is recent yet specific to a bygone period, is of equal interest to the curious visitor and the experienced collector.

Thus, the Festival of Fashion and Photography at Hyères is an opportunity to exhibit an ephemeral library, uniting an important selection of works from the 1950s to today, objects which form a collection to be established and enriched.

**PEREZ**

L'hôte

villa Noailles

Perez, an author-composer, offers a sound piece conceived of like a fantastical re-reading of the history of the villa Noailles.

This creation, which places itself within the lineage of Robert Ashley's minimalist operas and Dashiell Hedayat's psychedelic logorrhea, is organised in four scenes (*Le vif de l'eau - La prise du château - Le rejeton du château défunt - La restauration*) which are broadcast in different parts of the villa.

© Yann Stofer

Exhibitions



PERMANENT EXHIBITION

Charles et Marie-Laure de Noailles, une vie de mécènes

Bâtiment initial, villa Noailles

Through this new display, the permanent exhibition “Charles and Marie-Laure de Noailles, a life as patrons” continues to examine its role at the heart of the villa, as an anti-museographic process which aims to place the past within a contemporary perspective. Inaugurated four years ago, the exhibition consists of more or less two hundred documents, plans, works, furnishings, objects, films and soundtracks, and occupy the entirety of the initial building – designed in 1924 by Robert Mallet-Stevens – along with the Salon Rose (1927), approximately 200m² in total. This exhibition answers a need to retrace the villa’s history, as well as positioning it within the incredible trajectory of two amazing individuals: Charles and Marie-Laure de Noailles, rich aristocrats who devoted a large part of their lives to supporting artistic reflection and creation by any means necessary. This, admittedly modest, collection is gradually expanding and constitutes the heart of the exhibition. It is supported by numerous exceptional loans and deposits, as much from public institutions as from private collectors. It is organised freely by association,



across different fields: disciplines (arts, literature, ethnography), descriptions of the villa’s rooms and highlighted artists, thus perpetuating a fertile dialogue between history and fiction, constraints and freedom, between this century and the last.

In addition to a certain number of new pieces belonging to the collection, a range of furnishings will be revealed, such as a bench and lamps that the scenographer and designer David des Moutis has added, thus continuing to populate the space.

The Fonds National d’Art Contemporain, introducing a new mode of collaboration with the villa Noailles, will exhibit tableware in the dining room designed by the American artist Sol Lewitt. If these works evoke the different ceramics that have decorated this room at various times, the artist’s features are also summoned in more ways than one throughout the villa, whose precise proportions are not without recalling Theo van Doesbourg’s flower room.

Principal Sponsor : CHANEL

Photomaton, Charles et Marie-laure de Noailles, 1929

Croquis, mobilier pour l'exposition permanente, David des Moutis



MARC TURLAN

Sexy is sexy

*Le Marais - restaurant, plage
boulevard de la marine, Hyères*

Sexy: an invariable adjective, ultra-contemporary, international, familiar, thus understood by all, which when applied to art becomes my essential work tool.

Once the object has been created: is it sexy?

More than an attitude, the question of sexiness can become tense, recurrent, subjective...

From the surface, the concept "it's sexy" attains the depths.

Sexy is sexy.

Atelier

**ERIK HALLEY**

Atelier

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 creations 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 Dali. 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...

Motivated by the biggest names in fashion and continuously supported by Nadia Swarovsky, he pioneered a unique catwalk show of accessories – a genuine experimental field, pushing back the boundaries of his own creations. He has since transposed his creativity into leather goods, embroidery with Piaget watches, the design of perfume bottles, and has also worked with celebrities such as Beyoncé, David Bowie, Beth Ditto and Kylie Minogue, for whom he has created headdresses, masks, jewellery and body ornaments. For Madonna's MDNA tour he designed



and created a series of futuristic masks, "Wearable Art", inspired by gargoyles and the faceted designs of stealth aeroplanes, in a glam-rock style. The lobster, a surrealist symbol, imposes itself on him like an animal mascot, reigning over the animal world – rhinoceroses, spiders, rabbits and especially birds whose feathers, used in his first jewellery pieces, assured his notoriety. He has recently created a golden feathered cape for Laetitia Casta. Erik Halley asserts "a sophisticated aesthetic where transgression is placed at the service of beauty".

Twenty-five of his emblematic creations are currently on display at the Louvre, in the Musée des Arts Décoratifs, whilst his famous lobsters figure as part of an exhibition in homage to "Isabella Blow" at Somerset House, in London.

Saturday 10 am - 12 am et 2 pm - 4 pm**Sunday 10 am - 12 am et 2 pm - 4 pm****7 to 15 years****Free, reservation needed****Registration the Friday at the festival desk***"PEELING" Erik Halley, phot. Marcus Mâm**"RhinoMoto" Erik-Halley, phot Bertrand Bozon*

The 14th international textile and fashion conferences



The International Textile and Fashion Conferences are joint initiative with the Fédération Française de la Couture, du Prêt à Porter des Couturiers et des Créateurs de Mode in association with DEFI - Comité Professionnel de l'Habillement and in collaboration with the Institut Français de la Mode.

Jardins Nord, villa Noailles

SATURDAY, APRIL THE 26TH, 2014

10.30 am

New brands : it's possible.

11 am

China : prospects for trade and cross-development.

2 pm

Institutionalization of creative brands.

5.30 pm

A conversation with Steve Hiett.

SUNDAY, APRIL THE 27TH, 2014

10.30 am to 12 pm

The Formers : meet -up with a selection of designers from the previous fashion contests

2 pm

Presentation of the 10 selected photographers

International textile and fashion conferences

Registration - T +33 (0)1 42 66 64 44

hyeres2014@modeaparis.com

Press - Jimmy Pihet - T + 33 (0)1 42 66 64 44

jimmy.pihet@modeaparis.com

modeaparis.com

Concerts



CONCERTS

STAGE OF THE ART

Garden, villa Noailles

Stage of the Art brings the avant-garde of contemporary musical creation to the 29th Hyères International Festival of Fashion and Photography, with the support of Red Bull Studios Paris.

Stage of the Art produces musical events in exceptional art spaces that build bridges between different creative fields. For the fourth consecutive year, Stage of the Art is the producer and musical programmer of the Hyères International Festival of Fashion and Photography.

For the 2014 edition, the prestigious setting of the gardens of the villa Noailles will host three musical sessions for three rising stars: CHLÖE HOWL, C.A.R. and JAAKKO EINO KALEVI

Each of the artists will have enjoyed a creative residency at Red Bull Studios in Paris and London. And each will produce a new piece of music performed for the first time at the Festival!

Press

Stage of the art
laurence.alvart@stageoftheart.net
 T / +33 (0)6 12 46 02 34

The festival and the villa Noailles thank

Institutional partners



Major partner

CHANEL

Main partners



PREMIÈRE **VISION**

Chloé



Mercedes-Benz

DEFI
LA MODE DE FRANCE



Year partners



Groupe
Lafayette

Lafayette

FONDATION
D'ENTREPRISE
RICARD

Partners of the festival



NINA RICCI

Givaudan^o

SWAROVSKI

L'ORÉAL
PROFESSIONNEL
PARIS



SVA  NYC

eyes on talents



JANVIER
Digital Lab

**PALAIS
DE TOKYO**



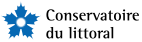
EYESIGHT
Fashion & Luxury Events

STAGE OF THE ART



FLEURS DU VAL
HORTISUD

AIRFRANCE  **KLM**
PARTENAIRES OFFICIELS OFFICIAL PARTNERS



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CHANEL

CHANEL becomes the major partner in the 29th 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 will provide 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 5 silhouettes in their ateliers with the value of 15.000 euros.

On top of this, CHANEL will support 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 master pleater Lognon and the subcontractor atelier grand flou Paloma, 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

Partnerships

LVMH

LVMH and the Hyères International Festival of Fashion and Photography 2014

LVMH will be a partner of the Hyères International Festival of Fashion and Photography for the 16th year running.

Committed to representing the most refined qualities of the Western “Art de Vivre”, the LVMH Moët Hennessy–Louis Vuitton Group is synonymous with excellence, innovation and creativity.

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 jewellery, and selective retailing.

Group companies are determined to nurture and grow their creative resources. It therefore aims 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 proud to be associated with the Hyères International Festival of Fashion and Photography, which showcases young talents.

lvmh.com

facebook.com/lvmh

twitter.com/lvmh

pinterest.com/lvmhofficial

instagram.com/lvmh_official

linkedin.com/company/lvmh

PREMIÈRE VISION

Each season Première Vision Pluriel brings the international fashion industry together at its 6 shows: Première Vision (fabrics and knits), Expofil (yarns and fibres), Modamont (trimmings and components for fashion), Cuir à Paris (leathers and furs), Zoom (fashion manufacturing) and Indigo (drawing).

A true source of inspiration, Première Vision sets the stage for fruitful encounters between the leading players on the international scene - fashion brands and designers looking for creative, high-quality collections - and a selection of the most innovative international companies in the textile industry.

The show is both a business appointment and also a tremendous source of inspiration. The fashion information forums 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 through strong and committed undertakings. Since 2009 these have included the «PV Awards,» to honour the most remarkable and inventive textile creations from the show's exhibitors.

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

Another striking expression of this commitment is the support provided since 2011 by Première Vision to the Hyères Festival, to assist the budding talents who will make up tomorrow's fashion world.

www.premierevision-pluriel.com
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.

Counting some of the biggest names in fashion, the House's prestigious alumni all played a part in defining the Chloé attitude. Amongst them Karl Lagerfeld, Martine Sitbon, Stella McCartney, Phoebe Philo and Hannah MacGibbon, perpetuated the avant-garde, feminine and free spirit of the House.

Today, it is Clare Waight Keller, Creative Director of Chloé who brings her creative vision to embody a modern and elegant femininity.

It is only natural for Chloé to support the Festival International de Mode et de la Photographie d'Hyères, which has always encouraged up and coming talents.

www.chloe.com

MERCEDES-BENZ

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

For this reason, Mercedes-Benz has been engaged in the fashion industry since 1996, when the automobile manufacturer assumed the role of title sponsor of Mercedes Australian Fashion Week in Sydney, a position still held to this day. The commitment has been followed by the key sponsorship of Mercedes-Benz Fashion Week New York in 2001 which confirmed the long-term commitment of Mercedes-Benz to supporting fashion platforms globally. Mercedes-Benz now supports 44 fashion events in over 25 countries worldwide, including Mercedes-Benz Fashion Weeks in Beijing, Madrid, Amsterdam, Tokyo, Moscow and Istanbul.

From the very outset, the support of young talents has been a matter close to Mercedes-Benz' heart. 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 third time with the prestigious International Festival of fashion and photography in Hyères - now in its 29th edition. Mercedes-Benz is proud to award an outstanding opportunity to one contestant in the fashion competition. In cooperation with ELLE Germany, the participant of the Hyères Grand Prix will be invited to present his or her collection at the next Mercedes-Benz Fashion Week Berlin. Mercedes-Benz Fashion Week Berlin is Germany's most important 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 from 8th to 11th July 2014.

www.mercedes-benz.com/fashion

DEFI

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

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

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

Paris is the only market in the world that widely opens its doors to foreign design.

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

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

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

www.defi-lamodedefrance.fr

GROUPE GALERIES LAFAYETTE

The Galeries Lafayette group, a villa Noailles partner since 2007, became the first sponsor ever to support the institution's programming as a whole in 2011. Villa Noailles' focus on building bridges between architecture, art, fashion and design reflects Galeries Lafayette's commitment in favor of contemporary creation.

High point of villa Noailles' programming, the International Festival of Fashion and Photography which promotes the encounter between designers, manufacturers, agents, cultural institutions and distributors is in accordance with the vocation of the department store and its role as an intermediary between consumers, new trends and emerging talents.

An integral part of the Group's history is appreciating and promoting creativity as it is a key corporate value. With democratization of fashion and art as a core identity of the company, Galeries Lafayette became an ideal intermediary between creation and a wide audience.

For the third year in a row, the Galeries Lafayette group supports Palais de Tokyo to enable a live broadcast of the Hyères Festival fashion show in Paris. Galeries Lafayette also invites Internet users to discover the creations of this year's ten candidates in real time on their website <http://www.galerieslafayette.com/carnet-mode/>. Through these actions, the Group wishes to enable a large audience to participate in this event at the center of fashion and young creation.

About the Galeries Lafayette group:

Leading high street retailer and fashion specialist the Galeries Lafayette group is a family-run, private and independent trading group with over 120 years of history. The Group is singularly committed to making the good and the beautiful accessible to all. With sales reaching 3.7 billion euros in 2012 the Galeries Lafayette group enjoys international recognition thanks to its world-class collection of brands: Galeries Lafayette, LE BHV MARAIS, Royal Quartz-Louis Pion and Didier Guerin.

For more information:

www.groupegalerieslafayette.fr/en/

THE WOOLMARK COMPANY

The Woolmark is the world's best known textile fibre brand, established in 1964. The leading global authority on Merino wool, The Woolmark Company is owned by Australian Wool Innovation (AWI), a none-profit-making enterprise owned by over 27,000 Australian woolgrowers, working across the textile pipeline through to consumers to promote Merino as the world's premier natural fibre.

Working throughout the global supply chain – from farm to fashion, to educate and inspire designers and retailers. Carrying out B2B and B2C marketing initiatives and working on product development and innovation to increase demand for Australian Merino wool. Australian Merino is rich in a wide range of unique natural properties that inspire the world's leading clothing designers, to create luxuriously soft and stylish garments. No other fibre, natural or man-made, provides such a special blend of fineness, next-to-skin comfort, versatility, durability and ease of styling.

The Woolmark Company continues to promote Australian Merino wool throughout the international fashion industry, highlighting to consumers the benefits of Australian Merino wool.

A key element to this strategy is building relationships with designers and working with them to showcase the most innovative and beautiful Merino wool fabrics and yarns. Merino wool provides stability, resilience, softness and luxury to the tailoring industry. The fibre has long been a favourite of designers, but younger consumers, born in an era of 'disposable' fashion know too little about the natural benefits. Wool is a 100 per cent natural, biodegradable and renewable fibre. Merino sheep live on grass, water, fresh air and sunshine. Wool is a fibre that is grown – not man-made. Every year sheep produce a new fleece; making wool a renewable fibre source.

The Woolmark Company is proud to support The Festival International de Mode et de Photographie à Hyères, and to support the young talent of tomorrow being showcased here today.

www.woolmark.com

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 of Hyères. Petit Bateau, French heritage brand, recognized for its know-how and knitwear expertise, provides a unique first time opportunity of collaboration with 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 did, prize-winner of the Festival in 2013.

Petit Bateau has been fashionable for over 120 years, "For never old" alongside today's emerging new talents.

www.petit-bateau.com

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 Hyères 2014 International Festival of Fashion and Photography.

The House of Nina Ricci was founded in 1932 by Robert Ricci for his mother, a couturière of renowned talent. 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 and Gérard Pipart to, more recently, Olivier Theyskens and Peter Copping.

His 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, through works 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. Today, the work of Inez van Lamsweerde & Vinoodh Matadin, to whom the Festival dedicated a retrospective for its 27th edition, illustrates the brand's latest advertising campaigns.

www.ninaricci.com

GIVAUDAN

Givaudan at the International Fashion and Photography Festival of Hyères 2013

Attached to creation in its most emerging and innovating forms, Givaudan supports the International Fashion and Photography Festival of 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

SWAROVSKI

SWAROVSKI SUPPORTS YOUNG TALENT AT HYÈRES 2014

Helping fledgling designers at the 2014 Festival International de Mode et de Photographie in Hyères, France

Once again, Swarovski is showing its commitment to nurturing and partnering new young creative talent worldwide by supporting the 29th Festival International de Mode et de Photographie at Hyères, France, which takes place from April 25–28, 2014.

For the 29th year, the 2014 Festival International de Mode et de Photographie is preparing to take place at the beautiful 1920s Villa Noailles in Hyères. This world-famous competition for emerging creative talent in fashion, styling, and photography is a major highlight on the creative calendar. Ten talented participants from each category will have their work scrutinized by an international jury of respected professionals from each of the competition's fields. The festival enjoys close links with the fashion industry—in fact, Swarovski has been supporting it since 2009.

Every year sees a stellar line-up of luminaries gather to judge the competition entries—this year's star fashion jurors are Carol Lim and Humberto Leon, Creative Directors for Kenzo.

In giving designers this crucial early exposure, the festival has helped launch many illustrious careers. Among them are Viktor & Rolf, Sébastien Meunier, Christian Wijnants, Alexandre Matthieu, Stéphanie Coudert, Richard René, Swash, C Neeon, Anthony Vaccarello, Julien Dossena, Sandra Backlund, Jean-Paul Lespagnard, Matthew Cunnington, Émilie Meldem, and Céline Météil.

Swarovski provides the ten fashion finalists with a beautiful assortment of crystals for use in their designs, which they present at a catwalk show during the festival. In this way, Swarovski highlights the importance it places on encouraging new design talent, and on showcasing crystal's versatility as a creative ingredient. Previous winners and finalists who continue to be supported via the Swarovski Collective include Maxime Simoëns and Yiqing Yin.

www.swarovski.com/crystals

Program

FRIDAY APRIL 25TH

from 10 am to 8 pm

Accreditations desk

- *villa Noailles*

For professionnals and press only

Montée Noailles closed from 5 pm to 8 pm

Please use parking lots in City Center
and take the Festival's free shuttle buses,
timetable available on the website.

6 pm

Concert

with the support of Red Bull Studio
according to the advice of Stage of the Art
- *villa Noailles*

6.30 pm

Grand opening of the Festival and
exhibitions,

Opening speech and cocktail

- *parvis, villa Noailles*

9 pm

10 shortlisted designers' fashion show for
the Grand Prix du Jury - Première Vision

10 pm

Satu Maaranen fashion show, winner of the
2013 Grand prix du jury - Première Vision

10.30 pm

Fashion show of the shortlisted designers
for Prix Chloé

- *hangar de la Mouture, salin des Pesquiers,
La Capte*

Access reserved for person with ticket only

- reservation needed, available from April
14th

11pm

Opening of the exhibition SEXY IS SEXY
Marc Turlan

- *Le Marais, restaurant - plage*

SATURDAY APRIL 26TH

10 am to 6 pm

Exhibitions open to the public

10 am to 6 pm

The formers: meet -up with a selection
of designers from the previous fashion
contests(new collections): Cunningham &
Sanderson (2008), Wisharawish Akarasantisook
(2008), Mareunrol's (2009), Harald Lunde
Helgesen (2009), Steven Tai (2012), Satu
Maaranen (2013), Damien Ravn (2013)
- *jardin, villa Noailles*

10 am to 4 pm

Encounters and discussions with the 10
shortlisted fashion designers
- *jardin, villa Noailles*

10 am and 2 pm

Creative workshop «Mask» by Erik Halley
- *parvis, villa Noailles*

10.30 am, 11 am, 2 pm and 5.30 pm

The 14th International Textile and Fashion
Conferences

- *jardin, villa Noailles*

For professionnals and press only

11.30am

Guided tour of works place «villa Gandarillas»

Reservation needed at :

g.vacquier@villanoailles-hyeres.com

12 am to 6 pm

Portfolio reviews with the shortlisted
photographers

- *salles voûtées, villa Noailles*

3 pm

Book signing by the artists (KENZO, Steve
Hiett, Oliver Sieber, Baptiste Rossi)

- *terasse de la piscine, villa Noailles*

7 pm

Inauguration of Petros Efstathiadis' exhibition

- *Tour des Templiers, place Massillon (city
center)*

Program

8.30 pm

Live broadcast of fashion shows,
- *place Massillon, Hyères, Théâtre Liberté, Toulon, Palais de Tokyo, Paris and Bozar, Bruxelles*

8.30 pm

10 shortlisted designers' fashion show for Grand Prix du Jury - Première Vision

9.30 pm

Satu Maaranen fashion show, winner of the 2013 Grand prix du jury - Première Vision

10 pm

Fashion show of the shortlisted designers for Prix Chloé
- *hangar de la Mouture - salin des Pesquiers, La Capte*

Access reserved for person with ticket only - reservation needed, available from April 14th

SUNDAY APRIL 27TH

10 am to 4 pm

Exhibitions open to the public
Portfolio reviews with the shortlisted photographers
- *salles voûtées, villa Noailles*

10 am to 4 pm

Encounters and discussions with the 10 shortlisted fashion designers
- *jardin, villa Noailles*

10.30 am to 12 pm

For professionnals and press only

12 pm to 4pm

For public

The formers: meet -up with a selection of designers from the previous fashion contests (New collections): Cunningham & Sanderson (2008), Wisharawish Akarasantisook (2008), Mareunrol's (2009), Harald Lunde Helgesen (2009), Steven Tai (2012), Satu Maaranen (2013), Damien Ravn (2013)
- *jardin, villa Noailles*

10 am and 2 pm

Creative workshop «Mask» by Erik Halley
- *parvis, villa Noailles*

14 pm

The 14th International Textile and Fashion Conferences

- *jardin, villa Noailles*

For professionnals and press only

4.30 pm

10 shortlisted designers' fashion show for Grand Prix Première Vision

5.30 pm

Satu Maaranen fashion show, winner of the 2013 Grand prix du jury - Première Vision
Warning: There is no fashion show for the Prix Chloé

6 pm

Awards ceremony of the 29th Hyères Festival
- *hangar de la Mouture, salin des Pesquiers, La Capte*

Access reserved for person with ticket only - reservation needed, available from April 14th

MONDAY APRIL 28TH

11 am to 2 pm

Exhibitions opened to the public

During the festival, free shuttle buses are available from the villa Noailles and the hotels to the events. Timetable available on the website

www.villanoailles-hyeres.com/hyeres2014

VILLA NOAILLES

From April, 25th to May, 25th

- 10 Designers
- 10 Photographers
- Kenzo
- Steve Hiett
- Jean-michel Bertin
- Oliver Sieber
- Man Ray, Sonia Delaunay, Marie-Ange Guilleminot
- Romain Pellas
- A Magazine curated by
- Nouvelle affaire
- Charlie Engman
- Jean-baptiste fastrez
- Perez
- Permanent exhibition

Opening during the festival :

April 26th from 6 pm to 8 pm

April 27th from 10 am to 6 pm

April 28th from 10 am to 4 pm

April 29th from 10 am to 3 pm

Free entrance

FROM MAY 2nd

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
- Librairie éphémère

TOUR DES TEMPLIERS

From April, 26th to May, 25th

- Petros Efstathiadis

April 26th from 10 am to 8 pm

April 27th from 10 am to 5.30 pm

Then open everyday - except Monday and
Tuesday and public holiday -

from 10 am to 12 am and from 2 pm to 5.30 pm

Free entrance

LE MARAIS Restaurant - plage

From April, 25th to May, 25th

- Marc Turlan

Press

FESTIVAL

2e BUREAU - 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

PRESS PICTURES

High resolution press pictures are available for download on :

www.villanoailles-hyeres.com/hyeres2014
(password on request from the press office)

Please mention the related credits for any publications.

RENCONTRES INTERNATIONALES DU TEXTILE ET DE LA MODE

Registration - T +33 (0)1 42 66 64 44
hyeres2014@modeaparis.com
Press - Jimmy Pihet
T + 33 (0)1 42 66 64 44
jimmy.pihet@modeaparis.com

ACCREDITATIONS

Press and 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 25th and April the 27th

www.villanoailles-hyeres.com/hyeres2014

