

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

**Fashion and Photography Awards**

Festival April  
23—27  
Exhibitions  
until May 24

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

**Jean-Pierre Blanc**

General director of Festival

**Magalie Guérin**

Fashion curatorship

**Maida Grégory-Boina**

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

**Raphaëlle Stopin**

Photography art director

**Villa Noailles, Hyères**

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**Press | Festival**

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**Presse | International textile and  
fashion conferences**

**Registration**

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

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

# **FASHION COMPETITION**

# SHORTLISTED FASHION DESIGNERS

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

- **Anna Bornhold**  
Womenswear, Germany
- **Christina Braun**  
Womenswear, Germany
- **Yiyu Chen**  
Womenswear, Taiwan
- **Sophie Harand**  
Menswear, France
- **Heini-Maria Hynynen & Elina Äärelä**  
Menswear, Finland
- **Elina Määttä**  
Womenswear, Finland
- **Guillem Rodriguez Bernat**  
Menswear, Spain
- **Sophie Sälekari**  
Womenswear, Finland
- **Annelie Schubert**  
Womenswear, Germany-France
- **Wieke Sinnige**  
Womenswear, Netherlands

MODE COMPETITION

# FASHION JURY

**Virginie Viard**

CHANEL's Creative Studio Director  
Head of fashion jury

• **HRH The Princess of Hanover**

• **Caroline de Maigret**

Model and producer

• **India Mahdavi**

Architect and designer

• **Anna Mouglalis**

Actress

• **Loïc Prigent**

Journalist and director

• **Carine Roitfeld**

Founder of CR Fashion Book

• **Sébastien Tellier**

Electronic music artist,  
singer and actor

• **Anthony Vaccarello**

Fashion designer

• **Joana Vasconcelos**

Artist

• **Olivier Zahm**

Art director, journalist  
and photographer

MODE COMPETITION

# GRAND PRIX OF THE JURY PREMIÈRE VISION



Photos: Catwalk Pictures

## **Annelie Schubert** Germany • France aprons, Womenswear

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

**The Grand Prix of the Jury Première Vision went to Annelie Schubert**

**«This is a highly thought out choice. Annelie Schubert presents a true silhouette, strong and clear. The details are subtle and the construction is discrete. The relationship between the fabrics and the colours is incredible.**

**Annelie Schubert has taste and elegance. She has an endearing personality and is very sensitive, unpretentious, down to earth and fresh. »**

**The members of the jury**

### **The prize consists of:**

**- a grant of 15,000 euros offered by Première Vision and a high level of visibility at both Première Vision New-York and Première Vision Paris shows**

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

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

FASHION AWARDS 2015

WINNER OF THE GRAND PRIX OF THE JURY PREMIÈRE VISION



**Annelie Schubert**

Photo: Filep Motwary

FASHION AWARDS 2015



# CHLOÉ PRIZE



Photos: Catwalk Pictures

**Anna Bornhold**  
Germany  
FASHION.IMITATION, Womenswear

**The Chloé Prize went to Anna bornhold**

**«This choice was clear for us: the unusual look and the nonchalance of her silhouette, its "coolitude.»**

**The Chloé Prize is granted:**

**- a grant of 15,000 euros**

FASHION AWARDS 2015



WINNER OF THE CHLOÉ PRIZE



**Anna Bornhold**

Photo: Filep Motwary

FASHION AWARDS 2015

HONOURABLE MENTION  
FROM THE JURY ON THE OCCASION  
OF THE 30<sup>TH</sup> ANNIVERSARY  
OF THE HYÈRES FESTIVAL



Photos: Catwalk Pictures

**Wieke Sinnige**  
Netherlands  
SOFT SQUARES, Womenswear

«It is the artistic aspect of her collection that touched us, as well as the subtlety of the embroideries, the transparencies, the sense of light. We wanted to encourage her to continue in her work.»

La Mention spéciale is granted of a collaborative project with some of CHANEL's Métiers d'art, up to 10,000 euros

FASHION AWARDS 2015

WINNER OF THE HONOURABLE MENTION FROM THE JURY ON THE OCCASION OF THE 30<sup>TH</sup> ANNIVERSARY OF THE HYÈRES FESTIVAL



**Wieke Sinnige**

Photo: Filep Motwary

FASHION AWARDS 2015

# DOTATIONS

**Mercedes-Benz will invite one of the winning to showcase his or her collection during Mercedes-Benz Fashion Week Berlin, in collaboration with the German edition of ELLE magazine.**

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

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

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

**EXCEPTION de MIXMIND will offer to Annelie Schubert solid opportunities of work and exposures in China, with projects on agreed topics.**

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

**Eyes on Talents invites the ten finalists of each category to have their page with profile and online portfolio on Eyes on Talents. The winners and finalists will benefit in addition with special communication towards Eyes on Talents member brands.**

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

**Puntoseta offers to all awarded designers an original printed fabric.**

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

**Catwalk Pictures offers to Annelie Schubert the pictures of its next fashion show during Paris fashion week.**

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

**All of the selected candidates have benefit from the support of the Festival's partners : original printed fabrics will be on offer by Puntoseta, crystals sponsored by Swarovski. Givaudan created a perfume for each of the ten competing designer.**

**PHOTOGRAPHY  
COMPETITION**

# PHOTOGRAPHY JURY

**Photography art director**  
Raphaëlle Stopin

**Eric Pfrunder**  
Image Director at CHANEL Fashion  
Head of photography Jury

• **Anne Cartier-Bresson**  
Director of the Atelier de Restauration  
et de Conservation des Photographies  
de la Ville de Paris (ARCP)

• **Cécile Cassel**  
Actress and singer

• **Stephen Gan**  
Founder of Fashion Media Group LLC

• **Kamel Mennour**  
Gallerist

• **Jean-Luc Monterosso**  
Founder and director of the Maison  
Européenne de la Photographie in Paris

• **Eric Pillault**  
Creative director

• **Céline Sallette**  
Actress

• **André Saraiva**  
Artist

• **Gerhard Steidl**  
Editor and independant printer

• **Solve Sundsbø**  
Photographer

# SHORTLISTED PHOTOGRAPHERS

## **The artworks**

by the selected photographers will be presented during portfolio reviews, which will be open to professionals during the festival and during a group show curated by Raphaëlle Stopin which will be held at the villa Noailles, until 24<sup>th</sup> of May.

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

• **Jeannie Abert**  
France

• **Sushant Chhabria**  
India

• **Sjoerd Knibbeler**  
Netherlands

• **Wawrzyniec Kolbusz**  
Poland

• **Evangelia Kranioti**  
Greece

• **David Magnusson**  
Sweden

• **Filippo Patrese**  
Italy

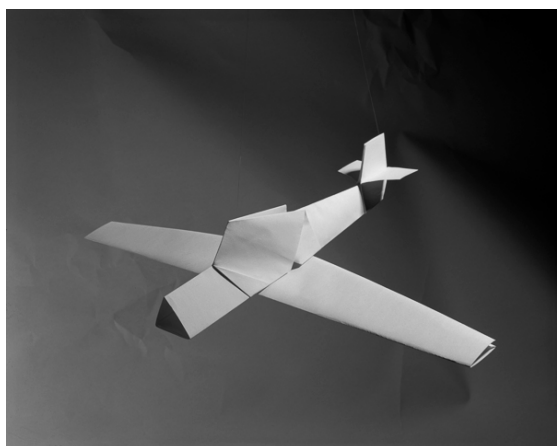
• **Thomas Rousset**  
France

• **Polly Tootal**  
United Kingdom

• **Oezden Yorulmaz**  
Germany



# THE GRAND PRIX OF THE PHOTOGRAPHY JURY



## **Sjoerd Knibbeler** Netherlands

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

**«This work is a reflection on the limits of the medium of photography: how to photograph the seemingly unphotographiable.**

**The winner tries to give shape to what we do not see, like wind, and he does it in a way that is both poetic and experimental, almost scientific, sometimes recalling the experiences of Etienne Jules Marey. In the same vein, he gives shape to projects that have never been done, and that he reconstitutes through models made of origami.**

**We must add that he represents the young generation very well. His very coherent work, covering all the fields of photography, is accompanied by a video work that completes and illustrates his process. A particularly well executed, in fact impeccable, book, also participates in giving shape to his work.»**

WINNER OF THE GRAND PRIX OF THE PHOTOGRAPHY JURY

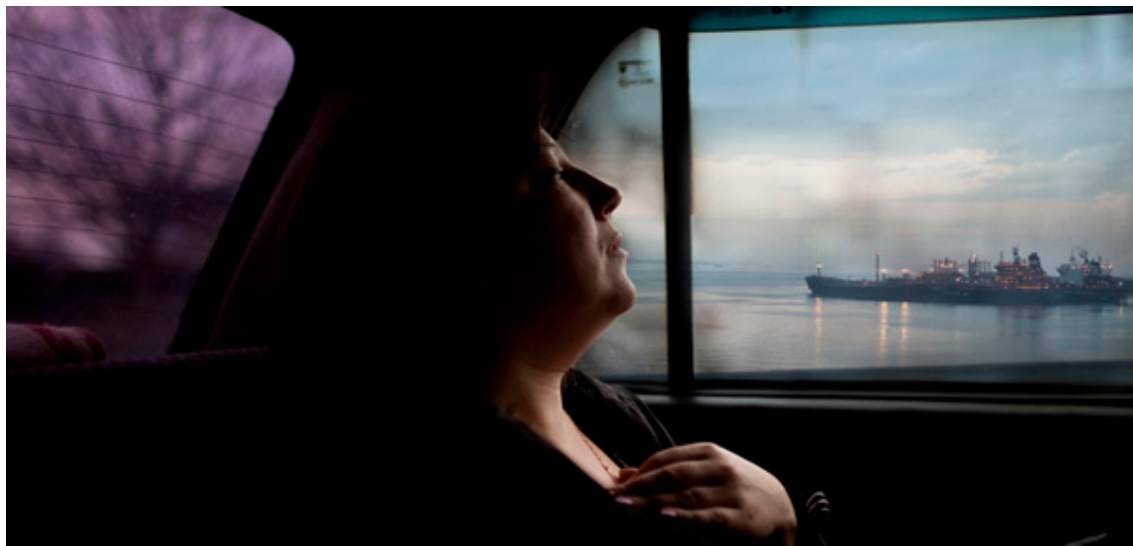


**Sjoerd Knibbeler**

Photo: Quentin Saulnier

PHOTOGRAPHY AWARDS 2015

**SPECIAL PRIZE  
OF THE PHOTOGRAPHY JURY  
ON THE OCCASION OF  
THE 30<sup>TH</sup> ANNIVERSARY  
OF THE HYÈRES FESTIVAL**



**Evangelia Kranioti  
Greece**

**CHANEL supports the Special Prize of the Photography Jury, on the occasion of the 30th anniversary of the Hyères Festival, where the prize-winner will receive a donation of 15.000 euros.**

**«The jury was unanimous in wishing to honour the film of Evangelia Kranioti.**

**Her photographic work is in the cinematographic tradition. It is a long story put into images, that tells of Greece, wandering, the solitude of sailors and their loved ones.**

**It is a long-term work, created over 9 years. We were touched by her perseverance, her tenacity and by the humanity of her oeuvre.**

**We were truly enamoured by her work. »**

WINNER OF THE SPECIAL PRIZE OF THE PHOTOGRAPHY JURY  
ON THE OCCASION OF THE 30<sup>TH</sup> ANNIVERSARY OF THE HYÈRES FESTIVAL

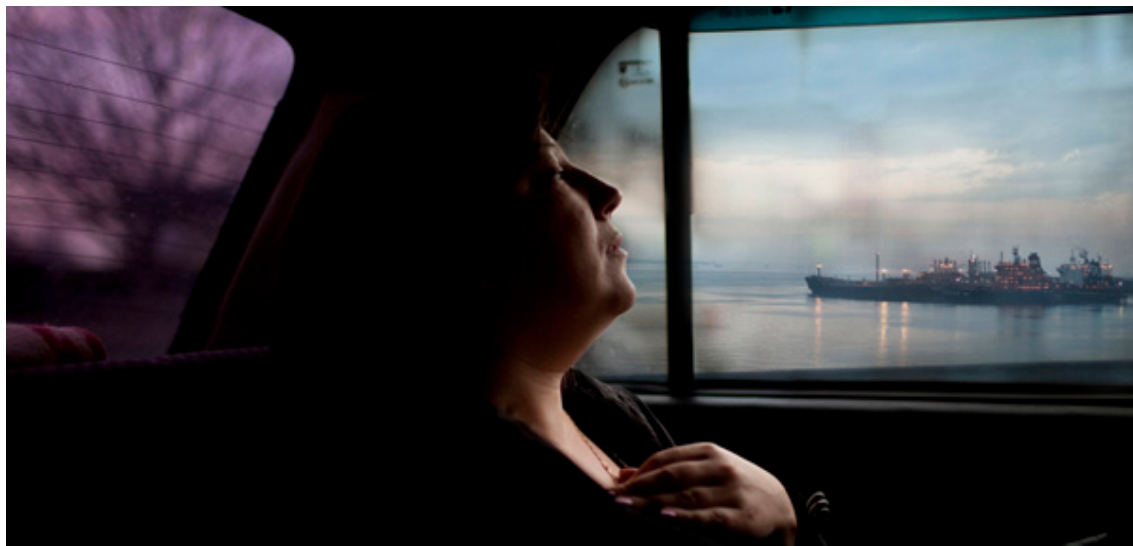


**Evangelia Kranioti**

Photo: Quentin Saulnier

PHOTOGRAPHY AWARDS 2015

# DOTATIONS



## **Evangelia Kranioti** Grèce

### **Elie Saab**

**Evangelia Kranioti will be offered a commission of 6000 euros and an artistic residency of three weeks in Beirut to produce a series on the city.**

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

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



WINNER



**Evangelia Kranioti**

Photo: Quentin Saulnier

PHOTOGRAPHY AWARDS 2015

# TROPHIES

## **Maison Desrues creates the trophies for the 30th edition of the Hyères festival**

**Based on a sketch by Karl Lagerfeld, the Maison Desrues has created the eight trophies for the thirtieth edition of the Hyères festival.**

**There are two versions of the trophy, the first predominantly bronze, the second predominantly silver. Seventy-five hours of work were required to make each palm tree shaped trophy.**

**The design process entailed forty hours of work for the mockup, each element being hand-crafted by a model designer before being cast in bronze.**

**The base was made from a block of brass onto which hand-shaped twisted cable thread was welded. Thirty-five hours were required for assembling the elements before the pieces were coated with a layer of silver and of bronze.**



# THE FESTIVAL AND THE VILLA NOAILLES THANK

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CHANEL

## Main Partners



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## Festival Partners



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Givaudan

ELIE SAAB

EXCEPTION  
de MIXMIND

SWAROVSKI



eyes of talents



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