

Clos  
Saint-Bernard

dit

villa Noailles

# HYERES

PRESS KIT

2021  
14 → 17.10

36<sup>TH</sup> INTERNATIONAL FESTIVAL  
OF FASHION,  
PHOTOGRAPHY,  
AND FASHION  
ACCESSORIES

AD & Design - Marc Armand / Desains - Antiana Carbono / Tissage 3D - Maima Delavet

**Pascale Mussard**

President

**Jean-Pierre Blanc**

Founder, general director

**Magalie Guérin**

Deputy director

**Julie Liger**

Deputy director

**Maida Grégory-Boina**

Artistic director for Fashion,

**villa Noailles, Hyères****métropole Toulon**

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and social media**

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Marc Armand

**Drawings**

Antoine Carbonne

**Tissus 3D**

Maxime Delavet

*High resolution pictures**available on the press area of the website,  
password on request to the press offices.*

The 36<sup>th</sup> edition of the International Festival of Fashion, Photography and Fashion accessories, Hyères, will take place between Thursday 14<sup>th</sup> and Sunday 17<sup>th</sup> October 2021 at the villa Noailles and salin des Pesquiers. The exhibitions will be open to the public until november 28, except the presidents of the jurys exhibitions, the prizewinners 2020 in partenership with le19M Métiers d'art de CHANEL.

Jean-Pierre Blanc is both the founder and the director of the festival which will be presided over by Pascale Mussard.

Since 1986, the festival has promoted and supported young international fashion design, since 1997 a competition has also existed for emerging photographer and this year, for the fifth time, a competition will also recognise young fashion accessory designers. The festival is acknowledged as the oldest fashion competition aimed at young professionals.

Several prizes are awarded to the competing designers thanks to grants provided by the festival's partners who commit, together with the festival, to provide long term support. Practical assistance is provided right from the selectionstage as well as during a period of two years invarious different domains: financing, production,workmanship, materials, production, legal, media, exhibitions, workshops and residencies.

Once again in 2021, the faithful partners of the Festival are committed to support the next generation of designers: CHANEL, le19M, Première Vision, LVMH, Chloé, Hermès, Mercedes-Benz, American Vintage, la Fédération de la Haute Couture et de la Mode, le Défi, Supima...

# PRIZES

## FASHION COMPETITION PRIZES

GRAND PRIX OF THE JURY PREMIÈRE VISION

CHLOÉ PRIZE

le19M CHANEL MÉTIERS D'ART PRIZE

MERCEDES-BENZ SUSTAINABILITY PRIZE

## PHOTOGRAPHY COMPETITION PRIZES

GRAND PRIX OF THE PHOTOGRAPHY JURY

AMERICAN VINTAGE PHOTOGRAPHY PRIZE

## FASHION ACCESSORIES COMPETITION PRIZES

GRAND PRIX OF THE FASHION ACCESSORIES JURY

THE HERMÈS FASHION ACCESSORIES PRIZE



# COMPETITION 10 FASHION DESIGNERS

# COMPETITION

## FASHION

### JURY

**Louise Trotter**

Creative director at Lacoste, Paris  
President of the jury

**Ruba Abu-Nimah**

Creative director, Tiffany & Co, New York

**Alfredo Canducci**

Consultant, London

**William Farr**

Artist, Huddersfield

**Cho Gi Seok**

Artist, photographer, Seoul

**Sonny Hall**

Model, London

**Ibrahim Kamara**

Editor-in-Chief, Dazed, London

**Helen Kirkum**

Artist, designer, London

**Suzanne Koller**

Fashion director, M Le Monde, Paris

**Léo Walk**

Dancer, choreographer, model  
Paris

**Tom van der Borght**

Fashion designer  
Grand Prix du jury Première Vision, Hyères 2020,  
Gent

### FINALISTS

**Årttu Afeldt**

Finland  
Menswear

**Mengche Chiang**

Taiwan  
Menswear

**Venla Elonsalo**

Finland  
Womenswear

**Sofia Ilmonen**

Finland  
Womenswear

**Laima Jurča & Marta Veinberga**

Latvia  
Womenswear

**Ifeanyi Okwuadi**

United Kingdom  
Menswear

**Rukpong**

**Raimaturapong**

Thailand  
Menswear

**Adeline Rappaz**

Switzerland  
Switzerland

**Elina Silina**

Latvia  
Womenswear

**Mateo Velasquez**

Colombia  
Menswear



Louise Trotter ©Anders Edström

## Louise Trotter

President of the fashion jury  
and guest of honor

Graduated from the University of Newcastle upon Tyne, British designer Louise Trotter has worked since middle of the 90's with Calvin Klein, Tommy Hilfiger, Whistle and Jigsaw. In 2009, she heads the brand Joseph. She has been nominated creative director of Lacoste in October 2018.

# FASHION PRIZES

## GRAND PRIX OF THE JURY PREMIÈRE VISION

A Festival partner since 2011, Première Vision is sponsoring the Grand Prix of the Jury for the 9<sup>th</sup> consecutive year supporting the finalists in their collection development and production. The Grand Prix of the jury Première Vision consists of :

- a grant of 20,000 euros offered by Première Vision and a high level of visibility during a Première Vision Paris event.
- a collaborative project with the CHANEL Métiers d'art, worth up to 20,000 euros.

## CHLOÉ PRIZE

For the Chloé Prize, the finalists will design in addition to the 7 silhouettes from their collection, one silhouette faithful to the Chloé style, the couture savoir-faire combined with a relaxed elegant attitude, aimed at free-spirited women moving forward. The Chloé Prize consists of a grant of 20,000 euros.

*Other special mentions  
could be awarded by the  
fashion jury.*

# FINALISTS

GRAND PRIX OF THE JURY PREMIÈRE VISION



**Arttu Åfeldt**  
Finland  
Menswear



**Mengche Chiang**  
Taiwan  
*Déjà vu*  
Menswear



**Venla Elonsalo**  
Finland  
*Wearable Soft Toy*  
Womenswear



**Sofia Ilmonen**  
Finland  
*Same Same but Different*  
Womenswear



**Laima Jurča  
& Marta Veinberga**  
Latvia  
*Collective Blanket*  
Womenswear

COMMANDE PHOTOGRAPHIQUE

COMMISSION AND PRODUCTION: villa Noailles / CREATIVE DIRECTION: Draft001 / Reda Ait & Pierre De Monès / PHOTOGRAPHER: Emma Panchot / VIDEOGRAPHER: Luthfi Darwis / STYLIST: Laurent Ben Henni

HAIR & MAKE UP: Francis Jaillans / CASTING: Draft001 X Dourane Fall / MODELS: Jade Laporte, Ambre Laporte, Tehani Amant, Stessy Emelie, Sali Mulangs, Dourane Fall, Aminata Thibault

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De Monès / EQUIPE: Sahra Ait Chegou, Jason Bissangou, Lydia Ait Chegou

HYÈRES  
**36** 36<sup>e</sup> FESTIVAL INTERNATIONAL  
DE MODE, DE PHOTOGRAPHIE  
ET D'ACCESSOIRES DE MODE

# FINALISTS

GRAND PRIX OF THE JURY PREMIÈRE VISION



**Ifeanyi Okwuadi**  
United Kingdom

*Take the Toys from the Boys*  
Menswear



**Rukpong Raimaturapong**  
Thailand

*United*  
Menswear



**Adeline Rappaz**  
Switzerland

*Le temps des rêves*  
Womenswear



**Elina Silina**  
Latvia

*For Sally*  
Womenswear



**Mateo Velasquez**  
Colombia

*Leather Boys*  
Menswear

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# FINALISTS

CHLOÉ PRIZE



**Arttu Afeldt**  
Finland



**Mengche Chiang**  
Taiwan



**Venla Elonsalo**  
Finland



**Sofia Ilmonen**  
Finland



**Laima Jurča  
& Marta Veinberga**  
Latvia

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36<sup>E</sup> FESTIVAL INTERNATIONAL  
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# FINALISTS

CHLOÉ PRIZE



**Ifeanyi Okwuadi**  
United Kingdom



**Rukpong Raimaturapong**  
Thailand



**Adeline Rappaz**  
Suisse



**Elina Silina**  
Latvia



**Mateo Velasquez**  
Colombia

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# FASHION PRIZES

The collaborations between the Métiers d'art and the finalists are the following:

Arttu Äfeldt and Paloma  
Mengche Chiang and Montex  
Venla Elonsalo and Goossens  
Sofia Ilmonen and Lognon  
Laima Jurca & Marta Veinberga and Lesage  
Ifeanyi Okwuadi and Lemarié  
Rukpong Raimaturapong and Maison Michel  
Adeline Rappaz and Ateliers de Verneuil-en-Halatte  
Elina Silina and Causse  
Mateo Velasquez and Desrues

## THE le19M CHANEL MÉTIERS D'ART PRIZE

Grand Partner of the International Festival of Fashion, Photography and Fashion Accessories in Hyères since 2014, CHANEL further reinforced its support of the festival's activities in 2019 with the creation of a prize dedicated to the Métiers d'art.

This prize's vocation is to reward the best collaboration between the ten finalists and ten of the Houses belonging to CHANEL's Métiers d'art: Ateliers de Verneuil-en-Halatte, Causse, Desrues, Goossens, Lemarié, Lesage, Lognon, Maison Michel, Montex and Paloma.

The winner, chosen by the Fashion jury, will receive a grant of 20,000 euros to make a new creative project that will be unveiled next year, at the 37<sup>th</sup> edition of the festival.

The name of this prize changed up in 2020 to become the le19M CHANEL Métiers d'art Prize, echoing the opening of a new Parisian site gathering 11 maisons d'art, representing about six hundred artisans, all serving the creativity of CHANEL and other major names in fashion.

As the Grand Partner of the 36<sup>th</sup> International Festival of Fashion, Photography and Fashion Accessories in Hyères, CHANEL will renew this year its support for the winners of the Première Vision Grand Jury Prize and the Grand Jury Prize for Fashion Accessories. They will be offered a collaboration project with CHANEL's Métiers d'art, in order to develop silhouettes and accessories, up to 20,000 euros.

CHANEL is also associated with the Grand Jury Prize for Photography and will give a 20,000 euros prize to the winner.

CHANEL is the main patron of the permanent exhibition Charles et Marie-Laure de Noailles, une vie de mécènes, at the Villa Noailles, and continues its official partnership with the make-up cabin at the festival runway shows.

# FINALISTS

THE **le19M** CHANEL MÉTIERS D'ART PRIZE



**Arttu Äfeldt**  
and Paloma

Finland



**Mengche Chiang**  
and Montex

Taiwan



**Venla Elonsalo**  
and Goossens

Finland



**Sofia Ilmonen**  
and Lognon

Finland



**Laima Jurča  
& Marta Veinberga**  
and Lesage

Latvia

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**HYÈRES 36** 36<sup>E</sup> FESTIVAL INTERNATIONAL  
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# FINALISTS

THE **le19M** CHANEL MÉTIERS D'ART PRIZE



**Ifeanyi Okwuadi**  
and Lemarié

United Kingdom



**Rukpong Raimaturapong**  
and Maison Michel

Thailand



**Adeline Rappaz**  
and Ateliers de  
Verneuil-en-Halatte

Switzerland



**Elina Silina**  
and Causse

Latvia



**Mateo Velasquez**  
and Desrues

Colombia

COMMANDE PHOTOGRAPHIQUE

COMMANDE ET PRODUCTION : villa Noailles / DIRECTION ARTISTIQUE : Draft001 / Reda Ait & Pierre De Monès / PHOTOGRAPHE : Emma Panchot / VIDÉASTE : Luthfi Darwis / STYLISTE : Laurent Ben Henni

HAIR & MAKE UP : Francis Jaillans / CASTING DRAFT001 X DOURANE FALL / MANNEQUINS : Jade Laporte, Ambre Laporte, Tehani Amant, Stessy Emelie, Sali Mulangs, Dourane Fall, Aminata Thibault

SET DESIGN & PROPS : Draft001 / PRODUCTION : Reda Ait @Thempresents / MONTAGE VIDÉO ET DESIGN SONORE : Luthfi Darwis / RETOUCHE / RETOUCHING : Emma Panchot / CREATIVE RETOUCHING Draft001 X Pierre De Monès / EQUIPE : Sahra Ait Chegou, Jason Bissangou, Lydia Ait Chegou

HYÈRES  
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# FASHION PRIZES

## MERCEDES-BENZ SUSTAINABILITY PRIZE

Mercedes-Benz is glad to build on its longstanding partnership with Festival Hyères with the new Mercedes-Benz Sustainability Prize.

Following the luxury brand's sustainability mentorship at the 35<sup>th</sup> edition of Festival Hyères, Mercedes-Benz once again partner with a leading expert to mentor the festival's fashion finalists on sustainable practices.

Selected by the official Festival Hyères Fashion Jury, the finalist who best incorporates the learnings into their collections, will be announced during the Festival Hyères Award Ceremony. The winner will be awarded a 20,000 euros grant by Mercedes-Benz.

Spotlighting and supporting creatives that reflect values such as aspirational and intuitive design, creativity and sustainable innovation has been at the heart of Mercedes-Benz' engagement in fashion since 1995.

# FINALISTS

MERCEDES-BENZ SUSTAINABILITY PRIZE



**Arttu Åfeldt**  
Finland



**Mengche Chiang**  
Taiwan



**Venla Elonsalo**  
Finland



**Sofia Ilmonen**  
Finland



**Laima Jurča  
& Marta Veinberga**  
Latvia

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HYÈRES  
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36<sup>E</sup> FESTIVAL INTERNATIONAL  
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ET D'ACCESSOIRES DE MODE

# FINALISTS

MERCEDES-BENZ SUSTAINABILITY PRIZE



**Ifeanyi Okwuadi**  
United Kingdom



**Rukpong Raimaturapong**  
Thaïlande



**Adeline Rappaz**  
Suisse



**Elina Silina**  
Latvie



**Mateo Velasquez**  
Colombie

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36<sup>E</sup> FESTIVAL INTERNATIONAL  
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# FASHION GRANTS

- As official partner of the Hyères Festival, SUPIMA will lend its support to this year's finalists of the "fashion" section contest with a donation of SUPIMA cottons. All finalists using SUPIMA cotton will have one of those looks presented at the SUPIMA DESIGN LAB online 2021 Event during the Ready-to-Wear Paris Fashion Week in October.
- Puntoseta offers to all awarded designers an original printed fabric.
- Premiere Classe will showcase the Formers finalists of the Festival in a special showroom during the Paris Fashion Week in October offering them a great visibility for their business development.
- L'atelier Aymeric Le Deun, specialist in buttons and fabric or leather covered fashion accessories, supports the finalists by offering them the production of buttons for their collections.
- Eyes on Talents offers to all awarded designers a dedicated communication towards Eyes on Talents community and brand members. We are the digital platform connecting influential & innovating brands to a worldwide community of management & creative talent.
- Catwalkpictures.com offers to all the award winners the pictures of their first fashion show in Paris.

An abstract collage background featuring torn paper, fabric, and various colors including yellow, blue, purple, green, and orange. The text is overlaid in the center.

# COMPETITION 10 PHOTOGRAPHERS

# COMPETITION

## PHOTOGRAPHY

### JURY

Dominique Issermann

Photographer, Paris  
President of the jury

Lou Doillon

Actor, singer-songwriter, model, Paris

Didier Fernandez

Fashion and Beauty Consultant, Paris

Yves-Noël Genod

Actor, director, Paris

Ollivier Hersart

Photographer, Paris

David Martin

Photo retoucher, Paris

Anne Rohart

Model, filmmaker, Paris

Sam Stourdzé

Director, Villa Medici, Rome

Guanyu Xu

Photographer, Chicago  
Grand Prix du jury photographie, Hyères 2020

### FINALISTES

Ella Bats

France

Emma Charrin et Olivier Muller

France

Gabriel Dia

France - Sénégal

Isabella Hin

France

Thomas Nondh Jansen

Netherlands

Pitchaya Pearpit

Thailand

Ulrich Lebeuf

France

Anna Muller

Russia

Sergei Pavlov

Russia - Finland

Red Rubber Road

Spain - Switzerland



Dominique Issermann by Karl Lagerfeld

**Dominique Issermann**  
President of  
the photography jury and  
guest of honor

Dominique Issermann began her career in the visual arts through cinema with Jean-Luc Godard, in photojournalism with the Carnation Revolution, and in fashion with Sonia Rykiel who entrusted her with her advertising campaigns since 1979. She took portraits of Catherine Deneuve, Leonard Cohen, Marguerite Duras or Bob Dylan. Her work as a fashion photographer can be

seen in international magazines like The NYT Magazine or Vogue. She shoots advertising campaigns and directs films for the most famous brands, such as Chanel or Dior. She pursues her personal work through her books "Anne Rohart" or "Laetitia Casta" and through major exhibitions at the "Rencontres d'Arles" or the MEP. Dominique Issermann has received the titles of Officer of Arts and Letters, Knight of the Order of Merit, and Knight of the Legion of Honor.

# PHOTOGRAPHY PRIZES

## GRAND PRIX OF THE PHOTOGRAPHY JURY

The House of CHANEL partners with the Grand Jury Prize for Photography to award a grant of 20,000 euros to the winner.

## AMERICAN VINTAGE PHOTOGRAPHY PRIZE

For the fifth year, American Vintage is partner with the International Festival of Fashion, Photography and Fashion Accessories in Hyères with the « American Vintage Photography prize ». Each of the 10 candidates preselected by the members of the jury must present a one-of-a-kind print based on a selection of American Vintage pieces.

The 10 prints will be displayed during the entire duration of the festival at the Villa Noailles.

The grant, whose value equals 15,000 euros (including 5,000 euros for the selected photographer), consists in a fashion photoshoot order.

It will be awarded to one of the finalists by the jury.

*Other special mentions  
could be awarded by the  
photography jury.*

# FINALISTS

GRAND PRIX OF THE PHOTOGRAPHY JURY



**Ella Bats**  
France



**Emma Charrin  
et Olivier Muller**  
France



**Gabriel Dia**  
France - Sénégal



**Isabella Hin**  
France



**Thomas Nondh Jansen**  
Netherlands

# FINALISTES

GRAND PRIX DU JURY PHOTOGRAPHIE



**Pitchaya Pearpit**

Thailand



**Ulrich Lebeuf**

France



**Anna Muller**

Russia



**Sergei Pavlov**

Russia - Finland



**Red Rubber Road**

Spain - Switzerland

# FINALISTES

PRIX DE LA PHOTOGRAPHIE AMERICAN VINTAGE



**Ella Bats**  
France



**Emma Charrin  
et Olivier Muller**  
France



**Gabriel Dia**  
France - Sénégal



**Isabella Hin**  
France



**Thomas Nondh Jansen**  
Netherlands

# FINALISTES

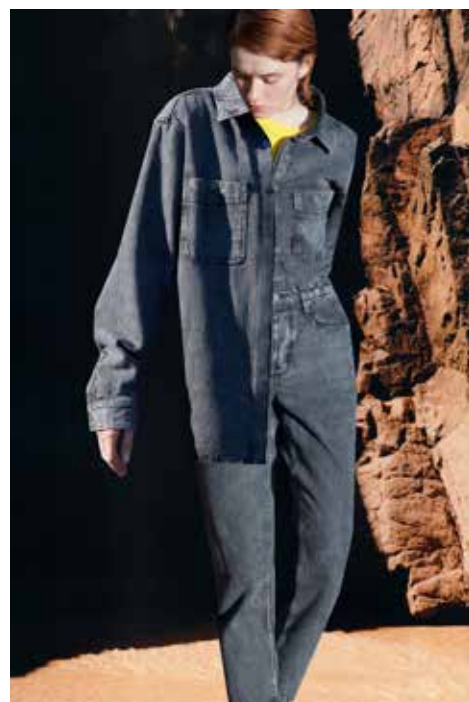
PRIX DE LA PHOTOGRAPHIE AMERICAN VINTAGE



**Pitchaya Pearpit**  
Thailand



**Ulrich Lebeuf**  
France



**Anna Muller**  
Russia



**Sergei Pavlov**  
Russia - Finland



**Red Rubber Road**  
Spain - Switzerland

# PHOTOGRAPHY GRANTS

- Eyes on Talents offers to all awarded designers a dedicated communication towards Eyes on Talents community and brand members. We are the digital platform connecting influential & innovating brands to a worldwide community of management & creative talent.

- Wallpaper\* will choose a finalist to shoot a main fashion story for the magazine. Wallpaper\* looks at fashion from a different angle, accenting its relationship with design, architecture, art and wider visual culture, often collaborating with photographers from outside the fashion field. The winner will also be profiled on wallpaper.com with an interview and an accompanying picture gallery of their previous work.



# COMPETITION 10 FASHION ACCESSORIES DESIGNERS

# COMPETITION

## FASHION ACCESSORIES

### JURY

**Christian Louboutin**

Designer, Paris  
President of the jury

**Paula Amorim**

Founder and chairmain of Amarin Luxury Group,  
Lisbon

**Marcantonio Brandolini d'Adda**

Artist, Venice

**Corine**

Singer, writer, composer, Paris

**Zuleika Penniman**

Jewelry designer, Paris

**Suzanne von Aichinger**

Director of photography department at  
Christian Louboutin, creative director, Paris

**Ddiddue et Juana Etcheberry**

Fashion Accessories designers,  
Grand Prix du jury Accessoires de mode  
et Prix Hermès des Accessoires de mode, Hyères 2020  
Ordiarp

### FINALISTS

**Rayna Amuro**

Japan

**Agathe Campet**

France

**Lou Chartres**

France

**Mathilde Heintz**

France

**Capucine Huguet**

France

**Manon Marcelot**

France

**Ferdinand Martin**

France

**Benjamin Spencer**

United States of America

**Violette Stehli**

France - Switzerland

**Yann Tosser-Roussey**

France

## Christian Louboutin

President of the fashion accessories jury and guest of honor

As a 12-year-old child Christian Louboutin loved to sketch women's shoes. "I drew stilettos, but I never thought designing them could be a career. I just loved drawing shoes, fascinated by their power of seduction and their ability to shape a silhouette".

Christian Louboutin creates shoes, bags and accessories for all genders, as well as a beautyrange that includes makeup and fragrance. Worn by musicians and movie stars, royalty and athletes, the designs share a luxurious aesthetic of exoticism, of Parisian chic and a unique craftsmanship.

Parisian by birth, surrounded by three sisters, Christian grew up with an innate understanding of the female world. By his early teens he was out clubbing at the iconic Le Palace and watching shows at the Folies Bergères and Moulin Rouge.

Fascinated by showgirls, he started his working life as an intern at the Folies Bergères. Christian became obsessed with the role of the shoe in defining a silhouette. "The shoe can change the way a woman walks, the way she moves, it can elongate the leg. The shoe can create magic, illusion, desire and these are all things that I love."

While he was still there, Christian called up Hélène de Mortemart, Christian Dior's fashion director, to present his drawings to her. They met, and she suggested an internship at Charles Jourdan, Dior shoes' manufacturer, where he

spent a very instructive time "I learned my trade. It was no fantasyland, it was like toughland. I was smelling glue and I loved that.". Then he became personal assistant to the illustrious shoe designer Roger Vivier, who was a sculptor by training, and who showed him the magical symbiosis of exceptional design and craftsmanship.

His collaboration with Vivier done, he decided he could not anymore sketch shoes for anyone else. Christian worked

as a landscape designer when a lucky encounter led him to rent a boutique at the corner of Galerie Vérot Dodat, a beautiful neoclassical arcade in the 1<sup>st</sup> arrondissement of Paris.

He took a chance on destiny, simultaneously opening his first boutique and the House of Christian Louboutin at the end of 1991. His first design was a pair of black loafers bearing the word LOVE, inspired by the image of Princess Diana alone at the Taj Mahal and intended



Christian Louboutin © Kate Martin

so that the wearer could look down and be uplifted by a message of love. Within two months, Princess Caroline de Monaco became his client and one of his loyal supporters. In 1992 came the creative flash every designer can dream of. Christian was working at his desk, contemplating an unsatisfactory prototype of a shoe. While his assistant polished her nails; Christian grabbed her bottle of nail colour and painted the whole sole a vivid and lacquered red. He loved what he saw. The Christian Louboutin signature red sole was born.

This one gesture says so much about Christian and his house. Today, Christian Louboutin is an independent luxury house which allows him to remain spontaneous, instinctive and free to create. Everything evolves through chance, encounters and “le bon feeling” and travels, all of which have given rise to exciting collaborations. Christian has worked with craftspeople in Bhutan, Senegal, Mexico, with artists such as Dita von Teese, photographer David Lynch and singer Mika which unleashed to his very first men collection in 2009. He loves to collaborate with fashion designers, creating shoes for their shows, most memorably for Jean Paul Gautier, Chanel and Yves Saint Laurent’s final couture show in 2002. More recently Christian has worked with Halpern and created sustainable designs for Germanier.

An insatiable traveller, Christian has houses in Paris, La Vendée, Portugal, Brazil and Egypt,

where he also keeps a dahabiya, a traditional sailing boat. All his travels feed his imagination and inspire his creativity. “Wherever I go there’s always a garden to see, a museum, a church, a market, a concert, a piece of architecture – even in places that seem devoid of interest. I try to look where others don’t. Joy, awareness and surprise – to me that’s the perfect combination for creating.”

## CHRONOLOGY

1963 Christian Louboutin is born in Paris

1991 Christian Louboutin opens his house and his first boutique in the Galerie Vero Dodat, Paris 1<sup>er</sup>

1993 The Red sole is born when Christian paints the sole of a prototype with his assistant’s red nail polish grabbed from her desk

2006 Launch of the Christian Louboutin bags & accessories collection

2007 Fetish exhibition with David Lynch at the Galerie du Passage, Paris

2009 Launch of the men’s shoes collection

2011 Opening of first menswear boutique on the rue Jean Jacques Rousseau

2012 Christian Louboutin: 20 Years exhibition at the Design Museum in London

2012 Feu show, collaboration with David Lynch at the Crazy Horse

2014 Christian Louboutin launches Christian Louboutin Beauté launching the first nail colour

2016 Christian Louboutin launches his first fragrances Bikini Questa Sera, Tornade Blonde and Trouble in Heaven

2018 The Grand Chamber of the Court of Justice of the European Union rendered a decision strengthening the protection of the red sole trademark.

2020 Christian Louboutin unveils his first major exhibition in Paris at le Palais de la Porte Dorée : L’Exhibition[niste].

2021 Christian Louboutin and Exor announce a partnership to accelerate the next phase of the Company’s development.

# FASHION ACCESSORIES PRIZES

## GRAND PRIX OF THE FASHION ACCESSORIES JURY

The Grand Jury Prize for Fashion Accessories awards a collaborative project with the CHANEL Métiers d'art, worth up to 20,000 euros.

## THE HERMÈS FASHION ACCESSORIES PRIZE

For the second consecutive year, Hermès is renewing its partnership with the International Festival of Fashion, Photography and Fashion Accessories with the Hermès Fashion Accessories Prize. Through this prize, Hermès is delighted to support young talent and demonstrate its commitment to boldness and innovation as pillars of creativity.

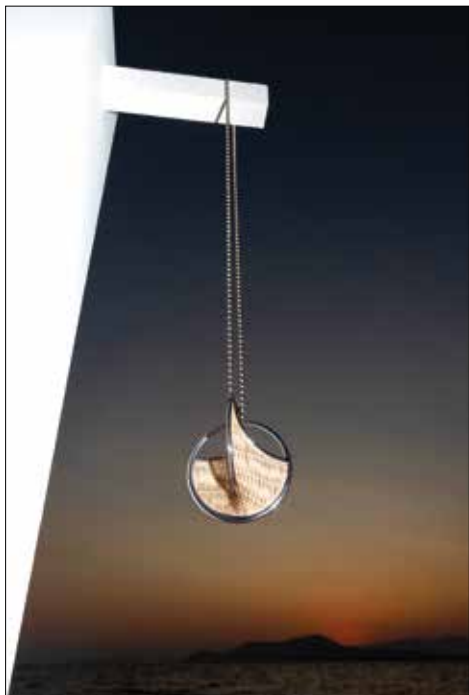
Creative freedom, the constant quest for the finest materials, the conveyance of exceptional know-how, innovative craftsmanship as well as the aesthetics of function combine to embody the uniqueness of the house of Hermès which, since 1837, has supported those who learn, master and transmit creative gestures.

The Hermès Fashion Accessories Prize, with a grant of 20,000 euros, will be awarded to one winner selected for the creation of a pair of gloves.

*Other special mentions  
could be awarded by the  
fashion accessories jury.*

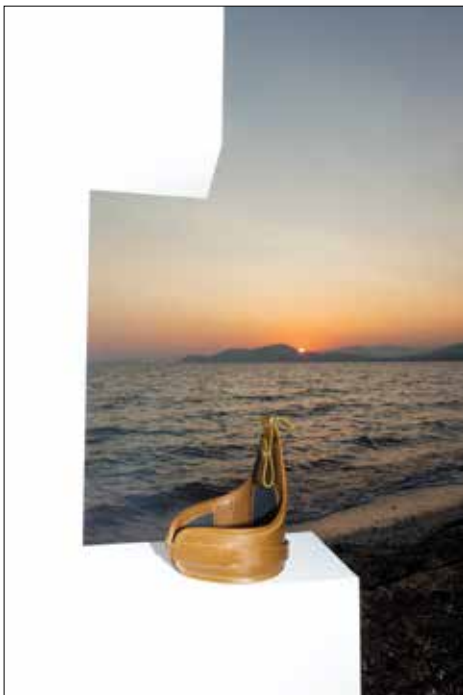
# FINALISTS

GRAND PRIX OF THE FASHION ACCESSORIES JURY



**Rayna Amuro**

Japan  
Artificiels organiques  
Unisex, Jewellery



**Agathe Campet**

France  
À corps  
Unisex, Leather goods



**Lou Chartres**

France  
Le tigre aussi a besoin de sommeil  
Unisex, Bags



**Mathilde Heintz**

France  
Playground  
Unisex, Bags



**Capucine Huguet**

France  
Wahlenbergreen mementos  
Unisex, Jewellery

COMMANDE PHOTOGRAPHIQUE

DIRECTION ARTISTIQUE : Temple Office / PHOTOGRAPHER, VIDEO ET MONTAGE : Margaux Salarino / SET DESIGN : Supportpoly / ASSISTANT SET DESIGN : Frederic Briet / PRODUCTION : villa Noailles

HYÈRES  
36

36<sup>e</sup> FESTIVAL INTERNATIONAL  
DE MODE, DE PHOTOGRAPHIE  
ET D'ACCESSOIRES DE MODE

# FINALISTES

## GRAND PRIX DU JURY ACCESSOIRES DE MODE

COMMANDE PHOTOGRAPHIQUE

DIRECTION ARTISTIQUE : Temple Office / PHOTOGRAPHE, VIDÉO ET MONTAGE : Margaux Salarino / SET DESIGN : Supportpoly / ASSISTANT SET DESIGN : Frederic Briet / PRODUCTION : villa Noailles



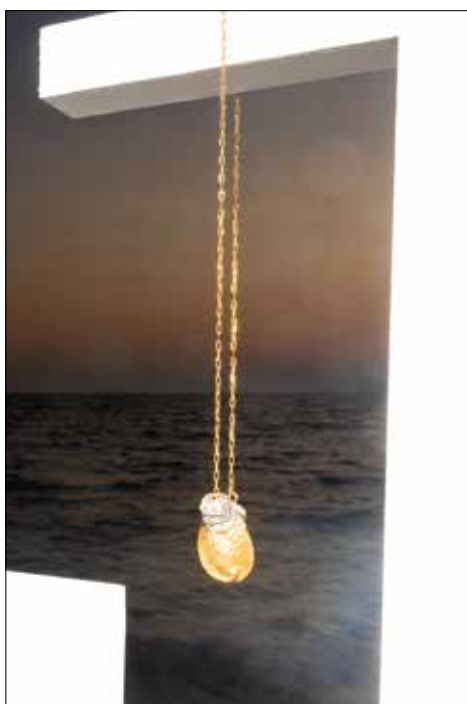
**Manon Marcelot**

France  
Cheptel  
Unisex, Bags



**Ferdinand Martin**

France  
B.O.A.T. (bags of all trades)  
Unisex, Bags



**Violette Stehli**

France - Switzerland  
Guardians  
Unisex, Jewellery



**Benjamin Spencer**

United States of America  
Metamorphosis  
Unisex, Footwear



**Yann Tosser-Roussey**

France  
Boom Boom  
womenswear, Jewellery

# LES GANTS

THE HERMÈS FASHION ACCESSORIES PRIZE



**Rayna Amuro**  
Japan



**Agathe Campet**  
France



**Lou Chartres**  
France



**Mathilde Heintz**  
France



**Manon Marcelot**  
France

COMMANDE PHOTOGRAPHIQUE - VILLA ROMAINE

DIRECTION ARTISTIQUE : Temple Office / PHOTOGRAPHE, VIDÉO ET MONTAGE : Margaux Salarino / SET DESIGN : Supportpoly / ASSISTANT SET DESIGN : Frederic Briet / PRODUCTION : villa Noailles

HYÈRES  
36

36<sup>e</sup> FESTIVAL INTERNATIONAL  
DE MODE, DE PHOTOGRAPHIE  
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# LES GANTS

THE HERMÈS FASHION ACCESSORIES PRIZE



**Capucine Huguet**  
France



**Ferdinand Martin**  
France



**Benjamin Spencer**  
United States of America



**Violette Stehli**  
France - Switzerland



**Yann Tosser-Roussey**  
France

COMMANDE PHOTOGRAPHIQUE - VILLA ROMAINE

DIRECTION ARTISTIQUE : Temple Office / PHOTOGRAPHE, VIDÉO ET MONTAGE : Margaux Salarino / SET DESIGN : Supportpoly / ASSISTANT SET DESIGN : Frederic Briet / PRODUCTION : villa Noailles

HERMÈS  
36

36<sup>e</sup> FESTIVAL INTERNATIONAL  
DE MODE, DE PHOTOGRAPHIE  
ET D'ACCESSOIRES DE MODE

# FASHION ACCESSORIES GRANTS

- Eyes on Talents offers to all awarded designers a dedicated communication towards Eyes on Talents community and brand members. We are the digital platform connecting influential & innovating brands to a worldwide community of management & creative talent.

- L'atelier Aymeric Le Deun, specialist in buttons and fabric or leather covered fashion accessories, supports the finalists by offering them the production of buttons for their collections.

THE WINNERS' TROPHIES  
FOR THE FASHION,  
THE FASHION ACCESSORIES  
AND THE PHOTOGRAPHY  
PRIZES ARE MADE BY DESRUES.



Photography Marie Rime, 2021

An abstract collage background featuring torn paper, paint splatters, and various colors including yellow, blue, purple, green, and orange. The word "EXHIBITIONS" is centered in white, bold, sans-serif capital letters.

# EXHIBITIONS

# EXHIBITIONS

## → PRESIDENT OF THE JURYS AND GUESTS OF HONOR:

- Louise Trotter for Lacoste
- Dominique Issermann
- Christian Louboutin

## → FINALISTS OF THE COMPETITIONS:

- 10 fashion designers
- 10 photographers
- 10 Fashion accessories designers

## → WINNERS 2020:

- Tom Van der Borgh, Grand Prix of the jury Première Vision 2020
- Ddiddue & Juana Etcheberry, Grand Prix of the Fashion Accessoires jury and The Hermès Fashion Accessoires Prize 2020
- Guanyu Xu, Grand Prix of the Photography Jury 2020
- Emma Bruschi, le19M CHANEL Métiers d'art Prize 2020

- András Ladosci, American Vintage Photography Prize 2020

## → GUESTS ARTISTS & SPECIAL COMMISSIONS FOR THE FESTIVAL:

- Adrian Geller
- Jacques Merle
- Alexandre Benjamin Navet
- Amira Fritz
- Antoine Carbonne
- Karim Zeriah
- Laurent Humbert
- Photographic and artistic commissions for the collections of fashion competition finalists:

COMMISSION ET PRODUCTION : villa Noailles  
DIRECTION ARTISTIQUE : Draft001 / Reda Ait & Pierre De Monès  
PHOTOGRAPHE : Emma Panchot  
VIDÉASTE : Luthfi Darwis  
STYLISTE : Laurent Ben Henni  
HAIR & MAKE UP : Francis Jaillans  
CASTING DRAFT001 X DOURANE FALL  
MANNEQUINS : Jade Laporte, Ambre Laporte, Tehani Amant, Stessy Emelie, Sali Mulangs, Dourane Fall, Aminata Thibault  
SET DESIGN & PROPS : Draft001  
PRODUCTION : Reda Ait @Thempresents  
MONTAGE VIDÉO ET DESIGN SONORE : Luthfi Darwis  
RETOUCHE /RETOUCHING : Emma Panchot  
CREATIVE RETOUCHING Draft001 X Pierre De Monès  
EQUIPE : Sahra Ait Chegou,

Jason Bissangou, Lydia Ait Chegou

- Photographic and artistic commissions for the collections of fashion accessories competition finalists:

### PLACES

DIRECTION ARTISTIQUE : Temple Office  
PHOTOGRAPHE, VIDÉO ET MONTAGE :

Margaux Salarino

SET DESIGN : Supportpoly

GRAPHISME VIDÉO : Anaïs Allias

CHEF OPÉRATEUR ET MUSIQUE : Antoine Jouguet

STYLISTE : Samuel Bardaji

BEAUTÉ : Clémentine Roy

NAIL ARTIST : Lola Bonnay

ASSISTANT SET DESIGN : Frederic Briet

PRODUCTION : villa Noailles

MANNEQUINS : Zoé Couturier, Adèle Lecrosnier, Théo Drogba, François-Xavier Guibertau, Lucie Guiral

### VILLA ROMAINE

DIRECTION ARTISTIQUE : Temple Office  
PHOTOGRAPHE, VIDÉO ET MONTAGE :

Margaux Salarino

SET DESIGN : Supportpoly

GRAPHISME VIDÉO : Anaïs Allias

CHEF OPÉRATEUR ET MUSIQUE : Antoine Jouguet

STYLISTE : Samuel Bardaji

BEAUTÉ : Clémentine Roy

NAIL ARTIST : Lola Bonnay

ASSISTANT SET DESIGN : Frederic Briet

PRODUCTION : villa Noailles

MANNEQUINS : Albane Gayet @ Management Twenty Two, Adam Storm

JEU D'ÉCHECS, CARTES À JOUER, SERVIETTES DE PLAGE, SAC, ROUGE À LÈVRES, JUMELLES / CHESS SET, PLAYING CARDS, BEACH TOWELS, BAG, LIPSTICK, BINOCULARS  
HERMÈS

ICHIYO, SIMONE WILDAUTREMENT PR

- Fashion Shows
- Workshops
- Book signing
- Performances
- Concerts
- Showrooms

the Shortlisted presented by Mercedes-Benz The Formers

(fashion, accessories)

→ Les 20<sup>e</sup> Rencontres internationales de la mode, sont organisées par la Fédération de la Haute Couture et de la Mode avec le soutien du DEFI. Elles bénéficient de la participation de Givaudan

# LOUISE TROTTER

## NICE TO MEET HER

President of the fashion jury and guest of honor



touch to the Joseph label for nine years, so she perfectly masters the elements of generous, versatile ready-to-wear. Within three years, she has

— Louise Trotter

Louise Trotter nominated the seven personalities of the Festival's fashion

William Farr, known for his floral installations. Other members are Suzanne Koller, co-founder of the magazine self service and fashion

director of M, the magazine of Le Monde, who has also designed for Lacoste fashion shows; Ibrahim Kamara, chief editor of the magazine Dazed; Rubah Abu-Nimah, former artistic director of the US version of the magazine Elle and the new artistic director of Tiffany & Co; Alfredo Canducci, founder of System Preferences; Cho Gi Seok, artist and fashion photographer; and Tom Van Der Borgh, winner of the Première Vision Grand Jury Prize last year. What better than a collective to express the views of the next generation ?

### IN SITU RETROSPECTIVE

At villa Noailles, a space entirely designed by Louise Trotter and Lacoste will exhibit the works, projects and reflections of the personalities from the fashion panel and the Lacoste ecosystem. From a one-off shoe **QUENTIN DE PRIEUX** Kirkum to a dance video projection featuring Léo Walk, this array of visual and plastic artwork highlights the collective creative vision of Louise Trotter.

HYÈRES  
36

36<sup>E</sup> FESTIVAL INTERNATIONAL  
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# LOUISE TROTTER

## NICE TO MEET HER

President of the fashion jury and guest of honor

### LOUISE TROTTER, PRESIDENT OF THE FASHION PANEL

Louise Trotter is first woman to take charge of the artistic direction of Lacoste since it was founded in 1933 by René Lacoste. She is also President of the fashion panel for the 36th International Festival of Fashion, Photography and Fashion Accessories of Hyères. What can we expect? Appointed artistic director of Lacoste in October 2018, the British-born Louise Trotter brings her easy-to wear minimalist elegance to the crocodile brand, filling her designs with subtle references to the House legacy. Whetting her appetite for androgynous lines, she has honed her radical approach and her love of streetwear codes to bring Lacoste to the cutting edge between fashion and sport. Does that define her personal style? The designer learned the ropes at Whistles, Calvin Klein, GAP and Tommy Hilfiger before bringing her elegant touch to the Joseph label for nine years, so she perfectly masters the elements of generous, versatile ready-to-wear. Within three years, she has developed a Lacoste look featuring graphic touches and

juxtapositions of solid colours for an instantly recognisable look.

### TEAM SPIRIT

Her strength? An acute appreciation for a job well done, passed along by her parents. Growing up in the working-class city of Sunderland in the north of England, she formed an eye for contrast, such as that between the seaside and the surrounding Brutalist architecture. From an early age, she cultivated her tenacity and assiduity, never hesitating to go back to the drawing board to question and improve a project. She could not conceive of such work other than as a team, one of the key Lacoste values. "I believe in collective work. I love team spirit and the idea of working in positive energy." — Louise Trotter

Louise Trotter nominated the seven personalities of the Festival's fashion panel, which she will preside this year, with this dynamic in mind.

### A PANEL IN THE SPIRIT OF A COLLECTIVE

Energetic, far-reaching and diverse. The panel that Louise Trotter selected for this edition of the Festival mingles well-established figures with young talents who have emerged from the Lacoste galaxy. Among the members are the artist and designer Helen Kirkum, a pioneer of deconstruction in the trainer industry who had the opportunity to produce upcycled models for Lacoste. The panel also includes the dancer and choreographer Léo Walk, co-founder of the brand Walk in Paris and a Lacoste ambassador who has designed a capsule collection for the snappy brand. Also joining the crew is the model and poet Sonny Hall, who has already posed for the House, along with the multi-disciplinary artist William Farr, known for his floral installations. Other members are Suzanne Koller, co-founder of the magazine self service and fashion director of M, the magazine of Le Monde, who has also designed for Lacoste fashion shows; Ibrahim Kamara, chief editor of the magazine Dazed; Rubah Abu-Nimah, former artistic director of the

US version of the magazine Elle and the new artistic director of Tiffany & Co; Alfredo Canducci, founder of System Preferences; Cho Gi Seok, artist and fashion photographer; and Tom Van Der Borgh, winner of the Première Vision Grand Jury Prize last year. What better than a collective to express the views of the next generation?

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# DOMINIQUE ISSERMANN *ACCROCHAGE*

President of the  
photography jury an guest  
of honor



# DOMINIQUE ISSERMANN

## ACCROCHAGE

LA DIGUE DU LARGE, PORT OF MARSEILLE,  
1997

no wall to lean on, i ask mickey hardt to hang  
on to the bar stretched between the two  
masts planted on the seawall.  
the wind sculpts the light summer suit, res-  
pecting the gomina that contrasts with the  
sun.  
barefoot, shirtless, he escapes from work for  
a moment, his gaze is lost where every-thing  
becomes beautiful.  
i saw everything in one click.  
we just made a picture for the fashion desi-  
gner claude montana.

VILLA NOAILLES, HYÈRES, 2021

the photo is now hung on the metal struc-  
ture of the room with sailor's ropes, the tarp  
hoisted high like a sail.  
the young man balancing defies gravity, the  
sun-warmed wind, the blinding white seawall,  
where the open sea is so close.  
all this enclosed in the rectangular box of the  
squash court, where the muscular impacts of  
the leather balls still echo against the walls.  
tied up like in a spider's web, he is observed  
from every angle, scrutinized from every  
seam.  
the eye sinks into a vertiginous space, as in a  
cage without bars.  
mickey hardt, suspended in his flight, jubilant in  
the effort to maintain himself at the breaking  
point, finds his place pacified in the center of  
the image.  
we are in 1925, the architect of la digue du  
large completes his work in the port of mar-  
seille,  
mallet stevens finishes the villa noailles and its  
large squash court.  
we are in 2021, we hang the photo of the  
digue du large in the squash court, the two  
structures juxtapose quite simply, one serving  
as a shelter for the other.

# CHRISTIAN LOUBOUTIN

## *Le CORREDOR*

President of the fashion  
accessories jury and guest  
of honor



# CHRISTIAN LOUBOUTIN

## Le corREDor

President of the fashion accessories jury and guest of honor

"I like the idea of presenting aspects of my work that people are not necessarily familiar with, and of moving away from the general perception that shoes are either something practical or an object to project desires and fantasies onto. The corREDor features eight shoes, each of which highlight differing facets of my work and how they relate to values I hold dear."

- Christian Louboutin

The intention behind the corREDor is to mark the end of a troubled time and echo that intimate period of dreamy escapism of a hundred years ago, the celebratory return to life known as the Roaring Twenties.

Conceived as an infinity room suffused with the colour red, the spatial design is fragmented by silhouettes of the wooden lasts on which prototypes of shoes are developed.

"The imagination is one of the few things in life that is infinite — it has no limits"

A deep kaleidoscopic dive into the designer's exuberant universe, this installation showcases eight remarkable shoes from past collections. Bringing these to life requires skilled hands and generations of savoir-faire — a long-term kind of vision.

"My father was a cabinet maker, and he passed on his appreciation for beautiful objects to me. Not necessarily valuable objects, but always well-made ones."

These shoes are a testimonial to outstanding craftsmanship, blending colour and design to celebrate global culture, but also to pay tribute to travel and technical innovation.

So Jetsun and Fairy Garden are two examples of shoes that represent travel and this dialogue between cultures. Their woo-

den platforms were carved and painted by students at the National Institute for Zorig Chusum (Thirteen Crafts) in Thumphu, Bhutan. Their uppers were designed to reflect motifs drawn in Bhutan, and were produced at our factories in Italy.

FaraBoot, Pied Noeud, Corset d'Amour, Jetsun Run & Zuleika Regina are all couture pieces, which each took several weeks to make. Featuring individually applied sequins, gold-leaf, lapis lazuli, and needle-lace, each of these handmade objects receives the utmost care and painstaking attention.

Expressing the essence of a unique technical craftsmanship, *Ballerina Ultima* is a piece of pure fantasy to be objectified and admired, rather than actually walked in. An almost inconceivable seventeen centimeters of heel bears the iconic red sole for which the house is so well known — itself the result of a chance moment when Christian Louboutin was inspired by a studio assistant painting her nails at the exact moment that a prototype needed perfecting in 1992.

Each shoe is displayed on a wooden pedestal, also carved and painted by the Bhutanese artisans of the Thirteen Crafts. They form part of an original commission by Christian Louboutin from these true artists who live in the heart of the Himalayas, and whose training lasts over seven years.

# TOM VAN DER BORGH

## TIME FOR LOVE

PHOTOGRAPHIC COMMISSION TO ROMAIN LAPRADE

Collection produced with the support of Maison Michel, Lesage, Paloma - Métiers d'art de CHANEL

Prizewinner of the Grand  
Prix of the jury Première  
Vision 2020



"All I ever wanted  
All I ever needed  
Is here in my arms  
Words are very unnecessary  
They can only do harm"

Depeche Mode

In the troubled world we are living in nowadays, all of us are urging for connection and closeness. We've been distanced, physically and psychologically but now, it's time for love.

Tom van der Borgh welcomes you to a brighter future and a celebration of human connection. The collection is an invitation to enter the playful and colorful universe.

Garments leave the borders of the individual human body and search for connections with other humans through cut, detail and accessories. The pieces play with the intersection of textures, artwork and colour.

Everybody is invited to join this contemporary tribe of neohippies, lonesome cowboys and genderfluid hybrid creatures, feeling the emotion in the silence and embracing love as an empowerment tool.

# JUANA & DDIDDUE

## ETCHEBERRY

### MASKARADA

Prizewinners of the  
Grand Prix of the Fashion  
Accessories Jury and  
the Hermès Fashion  
Accessoires Prize 2020

PHOTOGRAPHIC COMMISSION TO ROMAIN LAPRADE

Collection produced with the support of Desrues, Lognon, Paloma - Métiers d'art de CHANEL



Photographie Romain Laprade

The duo's process is to produce in their studio, using the local know-how and collecting end-of-life objects or decommissioned industrial products. They experiment new forms of creation around the imagery of Basque customs, between mythology and popular tradition.

The collaboration with the Métiers d'art Chanel honed in on an interpretation of a tradition of popular theatre, the Souletin Maskarada, and of the formal and symbolic hybridisation of these two entities.

ETXEAN BELE, KANPOAN ÜRZO

Raven indoors, dove outdoors

This Basque Country's folk saying stands as the starting point of the project. Maskarada is a theatrical expression of the dual identity of human nature, the self-construction in private and in society.

Such duality is reflected in the characters of the Souletin Maskarada, like in the man-horse whose appearance and rituals convey the dual aspect nature-culture and wild-social. Two Souletin entities are embodied, between symbolic narrative and whole cloth.

The Aitzindari, the "beautiful", is civilised.

This silent character, concerned about physical performance and self-discipline, spends all his energy in locking his wild side up and perfecting his appearance. His goal is Promethean: dominating his environment.

A pleated and colourful vegetation is longing to spring from his chest but is contained by a structured jacket, nailed by a chain stitch. The character goes through this civilising process to become a social being. A hairdresser will come to cut his mane and give it a "French-style garden" form. A performance, a ritual of taming the hair and the vegetal.

The Kauter, "the vulgar" is wild.

A speaker and a politician. He is an impulsive and instinctive tribune who speaks in a cynical way. His cutting sense of humour reflects all over his figure through embroidery - like a dazibao - and jewellery symbolising refinement. His taste for self-mockery manifests in a burntlooking branch piercing his head through, while his gentleness emerges from a white animal wool sleeve, thus tilting his other protective sleeve.

The pleats in the jacket of Aitzindari and the Jardin d'Eden (the Garden of Eden) were made by Maison Lognon, the tightening pieces and jewellery by Maison Desrues, the ruff collar, and the embroidery of the quilted coat by Paloma. Every single piece is exclusively made from recovered materials gathered from the firms Etchesécurité (decommissioned boots), Emac (decommissioned floors from the RATP, the Paris public transport network), Euromaster (inner tubes) and the National Centre for Space Studies (parachutes).

# GUANYU XU

## RESIDENT ALIENS

Prizewinner of the Grand  
Prix of the Photography  
Jury 2020



For many immigrants, the home could never be private and secure. In my ongoing project Resident Aliens, I find participants who hold different immigration statuses in the United States. Upon invitation, I photograph their homes and personal belongings, and then print these images out in addition to my subjects' personal photo archives. These prints are installed back into their space as temporary installations and additionally documented as photographs.

My performative actions with participants are not only an integral social practice in representing their complex identities and histories, but it's also a negotiation of power and assumed stereotypes. As a "foreigner," entering their "territory," I transform their temporary states of being into installations and preserve the constructions as photographs. The project presents immigrants' intimately nuanced experiences within their homes and in the

US at large. These convergences of spaces and times invite the viewer to enter into spaces of fluidity rather than fixed perspectives. They mobilize the viewer's gaze, imagination, and care, defying strict definitions. The project is situated between photography, installation, and performance, which constructs layered images of identity, personal history, and the built environment.

It is from my own experience and the accumulation of similar stories from my friends that drove me to start "Resident Aliens". The creation and the use of fear psychologically control us. A resident alien, who is required to pay the same tax as a citizen, may not only need to struggle for assimilation in the public space, but also cannot see the home as a safe haven. We are not citizens, and our homes are temporary. Under the systematic oppression, to a certain

degree, staying at home could be a house arrest: we either leave to struggle for assimilation or stay in worrying about the shift of immigration policy and foreign relations. For many immigrants, the home could never be private and secure. This perpetually contradictory and temporary state is why I want to photograph people in their homes. Under Trump's shifting immigration policies, many people were in a constant state of uncertainty. These constructions of state power perpetually classify immigrants as potential subjects of criminality. The pandemic even adds more difficulties to many people I photographed. Through collaboration and conversation, "Resident Aliens" presents the complicated conditions immigrants experience in the U.S. I want to ask: In this interconnected world, how do we redefine citizenship and the legality of a person?

Guanyu Xu (b.1993 Beijing) is an artist currently based in Chicago and a lecturer at the University of Illinois at Urbana-Champaign. Influenced by the production of ideology in American visual culture and a conservative familial upbringing in China, Xu's practice extends from examining the production of power in photography to the question of personal freedom and its relationship to political regimes. He negotiates this from the perspective as a Chinese gay man. In his work, Xu migrates between mediums like photography, new media, and installation. These movements operate similarly to his displaced and fractured identity.

# EMMA BRUSCHI

## HEART INTELLIGENCE

PHOTOGRAPHIC COMMISSION TO ROMAIN LAPRADE

Collection produced with the support of Goossens, Paloma, Lemarié- Métiers d'art de CHANEL

Prizewinner of le19M  
CHANEL Métiers d'art  
Prize 2020



Photographie Romain Laprade

For these new pieces in collaboration with the CHANEL's Métiers d'art, I extended my research on peasantry and straw. By using various lace techniques and rye straw plaiting, I intend for the traditional techniques of domestic crafts to meet the Métiers d'art. I worked closely with the artist Jessy Razafimandimby who drew the animals and the characters we can see on the pieces. This year, in order to become more autonomous regarding the material supply, I used the straw I grow at the family farm in Haute-Savoie. This ultimately brings together the fields I am passionate about: design, farming and crafts.

# ANDRÁS LADOSCI

GREEN

Prizewinner of the  
American Vintage  
Photography Prize 2020



András Ladocsi probably draws most of his inspiration from swimming.

A professional swimmer for 14 years and now a photographer, his photographic approach suspends the body, colours and time, as if he were floating through water. Like candid snapshots, his intimate and sensitive photos explore a world of movement. For American Vintage, András wanted to strike a perfect balance between the brand spirit and his personal universe. Based Prix de la photographie American Vintage 2020 in New York for several months, he immortalised the poses and movements of the couple formed by his friend Sarah and Charlie, as well as a stranger named Flannery. Between Manhattan and Brooklyn, bodies unfurl and uncover themselves, like a declaration of love to spring. In the form of images, rounded bodies and flowing clothing contrast with the geometric lines of the city. Inspired by Tai chi movements, which he discovered in the parks of New York, his photos reproduce these circular movements that he finds so fascinating to watch. A manifesto of freedom. Since June 2021, a virtual version of the exhibition is available online on the American Vintage website.

# ADRIAN GELLER

## JARDIN INTÉRIEUR

SPECIAL FESTIVAL'S COMMISSION



JARDIN INTÉRIEUR #1 (DÉTAIL), 59,4X42,  
GOUACHE SUR PAPIER, 2021



Adrian Geller tells us the story of an escape from the modern world and a return to nature through figures of men standing as an extension of himself.

Coming straight from the city, these "Men in suits" seem to seek in nature a refuge, a haven of peace. They curl up in the bushes. They are not afraid of wolves. They somehow integrate into this unpredictable environment that is challenging them. Because the artist instills force in this nature and its indomitable inhabitants. Through his characters, we follow a whole epic and tenderly observe how his hero characters manage to adapt and to be inventive facing this apparent hostility. Night then offers a truce and wipes the hardships away. It invites us to calm down and awakens our imagination.

May his artworks embody personal questionings such as his relationship to nature and environment, they do not impose any explicit and even less moralising narrative. Conversely, Adrian Geller poetically takes from the genre of the tale its marvellous dimension through his fantastic characters, his representation of night and his optimism about reality. His respectful characters pander to nature and try to reconquer it. It is not uncommon to observe in Adrian Geller's pictorial work a giant-like man tenderly holding a slender plant in his hands, or to observe how small man is facing nature that extends as far as the eye can see.

From his first residency at the villa Noailles

in 2021, the artists preserves powerful memories: his strolls in the garden, his walks on the hill and the Saint-Bernard and Saint-Claire parks... The artist is back in this place loaded with feelings which he continues as he materialises them with this fresco for the 36<sup>th</sup> International Festival of Fashion, Photography and Fashion Accessories in Hyères. Being part of the tradition of private commission for frescoes, the artist offers a modern vision of it, where lush nature welcomes his famous avatars.

A Swiss multidisciplinary artist, Adrian Geller was born in 1997. He is currently based in Paris. After training in illustration at the school L'Atelier in Angoulême, he entered the Paris School of Fine Arts and joined Tim Eitel's workshop, then Petrit Halilaj and Alvaro Urbano's ones. The artist mainly explores painting, drawing, textile, sculpture, video, and installation. This young talent is currently holding his very first solo show at the gallery Super Dakota in Brussels. His works were previously displayed in collective exhibitions such as Chez Valentin in Paris.

Elsa Meunier

# JACQUES MERLE

SPECIAL FESTIVAL'S COMMISSION



in partnership with Puntoseta

J'AI RÊVÉ DE MARIE-LAURE, 41X33CM, PEINTURE ET CRAYON SUR TOILE, 2021

To Jacques Merle, landscapes of childhood seem to provide for a special haven. A space for expression and exploration he fills with figures – prince, knight, cowboy, bashful lover, lost boy – recurring like patterns in his entire work. Models of masculinity are dispersed by the numerous tales and legends for children and participate in creating an often biased collective imagination around the male figure. Jacques Merle, as for him, defuses this heri-

tage by perpetuating a childlike approach and sensitivity towards these characters. He projects them into romantic spaces. Harmless spaces with a soft and cheerful colour palette where it is not a matter of courage or bravery but of boredom, joy, melancholy, and wonder. These are also transitory spaces whose outlines are complicated to define, as if they were blurred by the dabs of paint and colour patches. Dream spaces indeed: magical, lyrical, fantastical

dreams...

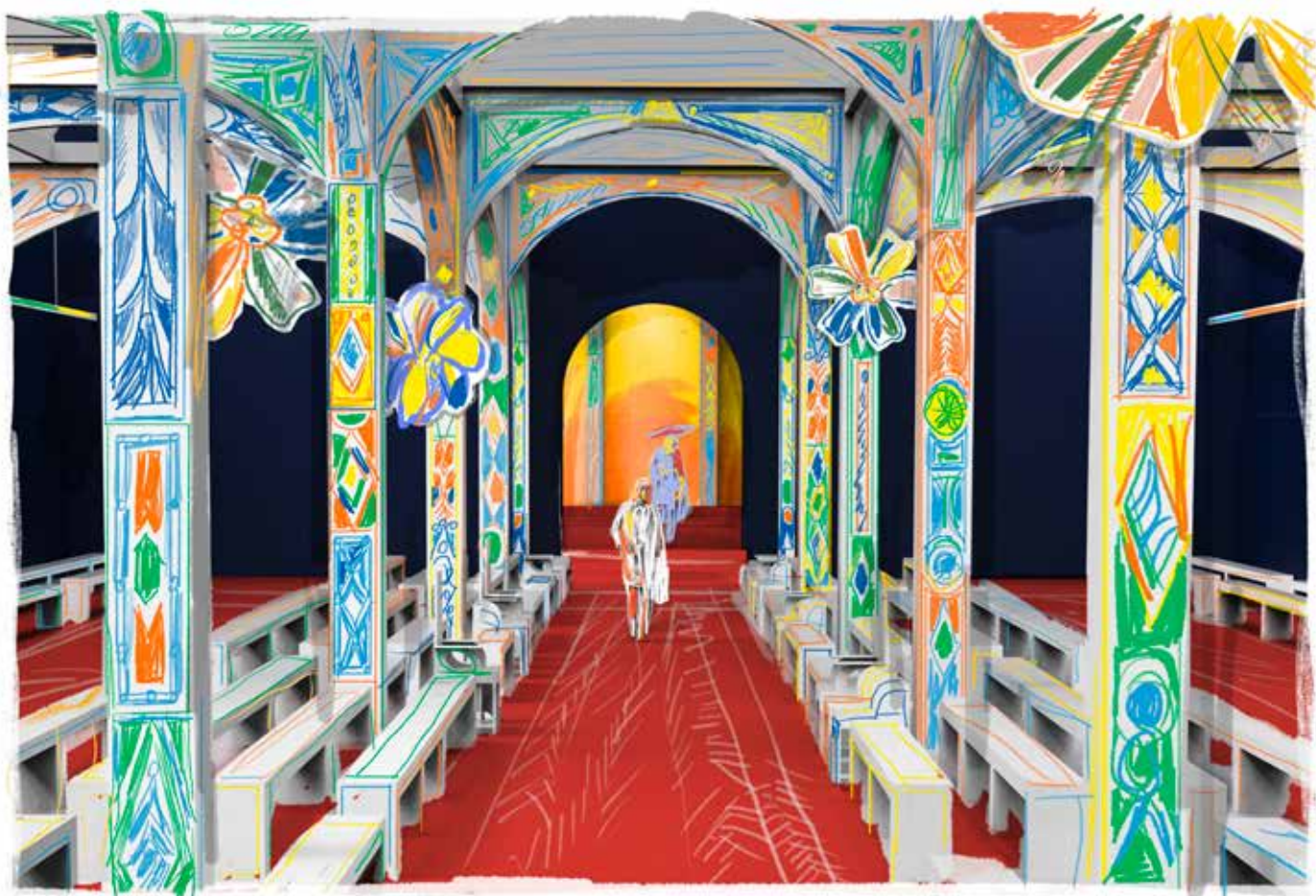
For the villa Noailles, he conceives of the initiatory journey of a young boy travelling fabulous worlds suffused with mysteries, guided by Marie-Laure de Noailles' aura of benevolence throughout his adventure.

Fabrice Tayeau

# ALEXANDRE BENJAMIN NAVET

## *DÉCOR PEINT, 2021*

SPECIAL FESTIVAL'S COMMISSION



in partnership with Make's concept store and Codimat

Especially for the festival, the Hangar de la Mouture in the Pesquiers salt marsh turns into a dream where models follow the outlines of one of Alexandre Benjamin Navet's sketchbooks.

This artist and designer transforms places into an imaginary, colourful and bright palace, entirely created on site.

"I wanted to create a dream villa, between a paper castle and a theatre set where flowers would come to bloom. A place where the vivid colours and puzzling perspectives surprise the audience and play with the different possibilities. The places' perspectives and scale act as a great playground; it's such a pleasure to see the designers' creations coming to life in this parallel world filled with arches and secret passageways!"

# AMIRA FRITZ

## HYÈRES IS FULL OF FLOWERS

PHOTOGRAPHIC COMMISSION FOR THE FESTIVAL'S POSTERS

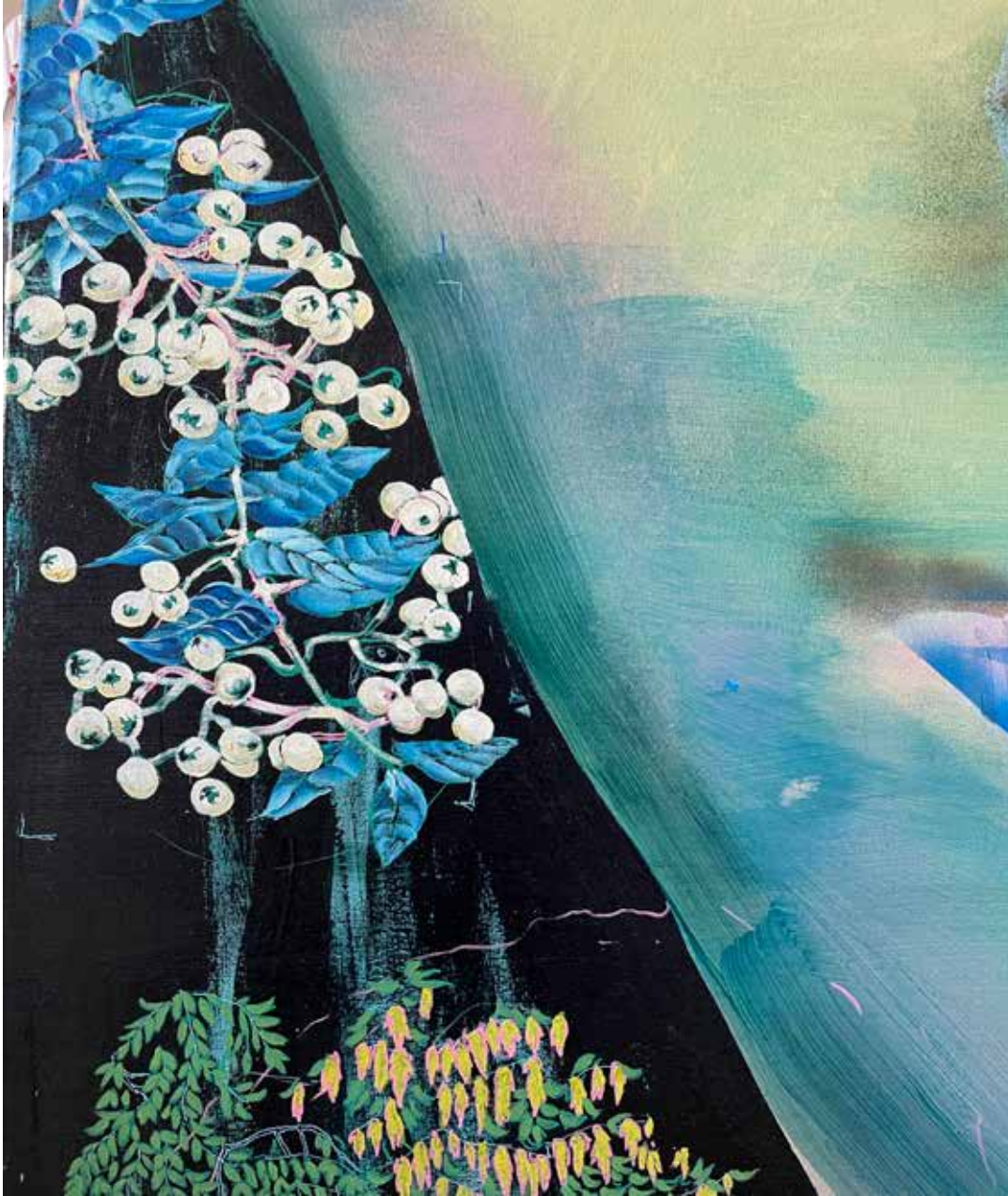


EDDY DE PRETTO ET ET JEUNE POUCE, HYÈRES ET BERLIN, 2021

# ANTOINE CARBONNE

Guest artist 2021

VISUELS DES AFFICHES ET SERVIETTE DE PLAGE 2021



# KARIM ZERIAHEN

## ÊTRE MARIE-LAURE

DOCUMENTARY ABOUT MARIE-LAURE DE NOAILLES  
TEASER #2

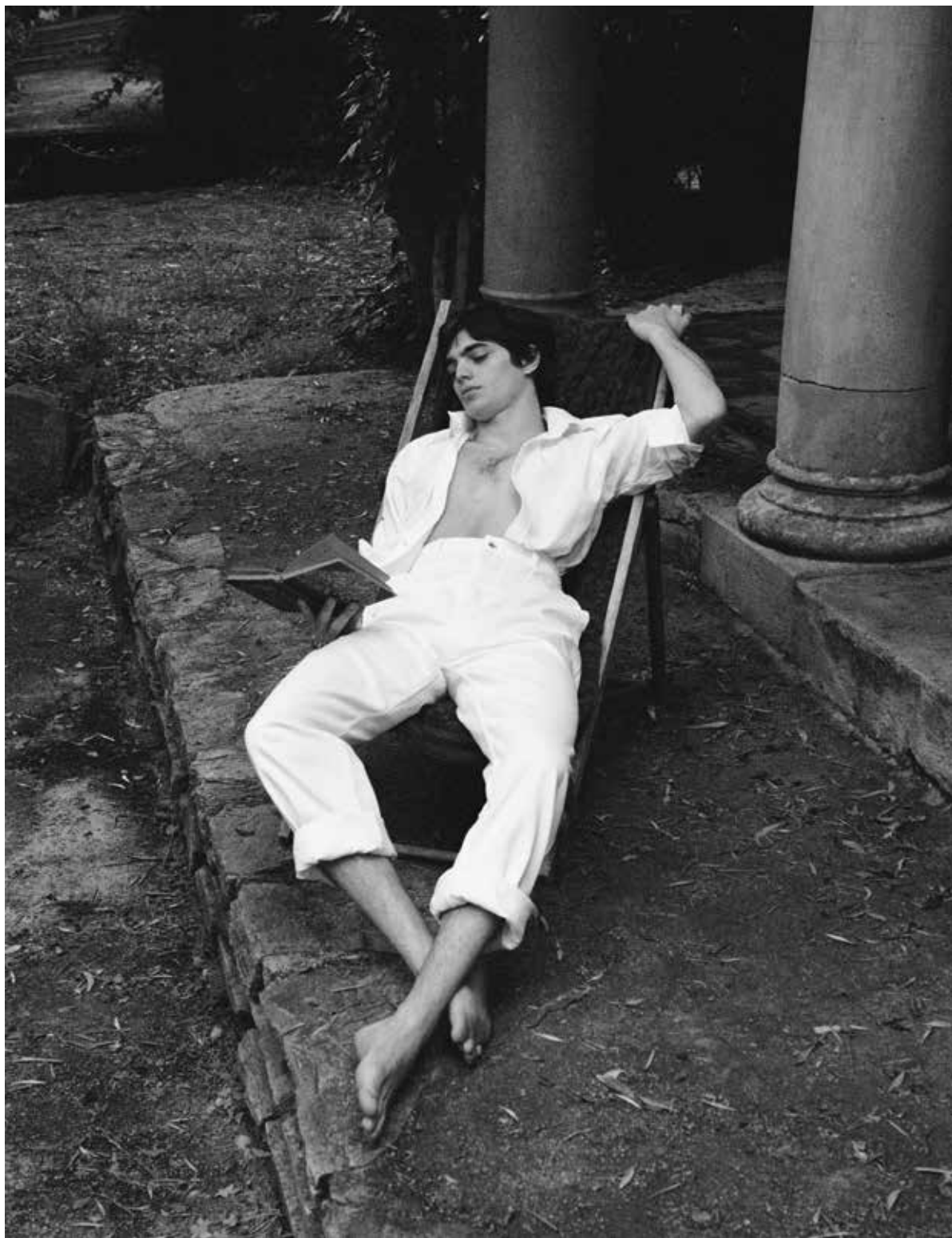


HYÈRES  
36

36<sup>e</sup> FESTIVAL INTERNATIONAL  
DE MODE, DE PHOTOGRAPHIE  
ET D'ACCESSOIRES DE MODE

# LAURENT HUMBERT

TO THE VILLA ROMAINE, SUMMER 2021



HYÈRES  
36

36<sup>E</sup> FESTIVAL INTERNATIONAL  
DE MODE, DE PHOTOGRAPHIE  
ET D'ACCESSOIRES DE MODE

# JEAN COLONNA



- 26 -

JEAN COLONNA PRINTEMPS ETE 2001

In 2021, Jean Colonna's archives have been part of the villa Noailles' fashion collections, then reflecting thirty years of friendship between the designer and the International Festival of Fashion, Photography and Fashion Accessories in Hyères. The collection brings together garments and accessories from Jean Colonna's 1989 first collection to his most recent creations, films of every fashion show as well as a significant set of photographs, catalogues, and documents tracing his entire career.

Jean Colonna created his epo-

nymous brand in 1989 and soon imposed a style that would mark the 1990s and 2000s: leatherette clothes, exposed seams, works on the unfinished and transparency. His shows at the Élysée Montmartre showcased his collections in a night and transgressive atmosphere until 2003, year in which he decided to move away from the catwalks. Advocating affordable fashion, he launched a collection of cashmere and silk vest tops in 2009, followed by a clothing line sold online and in his shop in Le Marais until 2018.

Since his first creations, he has

collaborated with numerous photographers including Jeff Burton, Nan Goldin, Bettina Rheims, and Glen Luchford.

As his archives become part of the villa Noailles' collections, we can ensure their preservation and imagine their future promotion to the general public and to researchers.

# PROGRAMME

All the events are free admission and open to public, within the limit of available seats. Presenting sanitary pass and wearing a mask are mandatory. Hand sanitizer and masks at disposal.

## PLEASE, NOTE

\* Workshops open without reservation, within the limit of available seats.

\*\* 20e Rencontres internationales de la mode open to the accreditation owners with a badge. If you don't own an accreditation, reservation required before October 14 to mediation@villanoailles.com within the limit of available seats.

\*\*\* Reservation required for fashion shows and broadcasts.

Official tags:

@villanoailles #hyeres36

## THURSDAY OCTOBER 14

### 10 a.m. – 8 p.m.

Opening of the accreditation desk villa Noailles

### 4.30 p.m. – 9 p.m.

Continuous free shuttles between the Théâtre Denis, the villa Noailles and the Château car park.  
Free shuttle service from the hotels to the villa Noailles.  
Read the full program on villanoailles.com

### 5 p.m.

Official opening ceremony of the 36th International Festival of Fashion, Photography and Accessories of Fashion – Hyères Esplanade, villa Noailles  
– Speech  
– Performance  
– Cocktail and opening of the exhibitions

### 7.30 p.m.

Outdoor film screening  
– Karim Zeriahen  
Être Marie-Laure teaser #2, 2021  
Special commission from villa Noailles  
– Marguerite Duras  
Festival du jeune cinéma d'Hyères, 1981  
– Pierre Audebert  
Le nouveau paradis, Héliopolis, Le Levant Island, 1936  
Esplanade, villa Noailles

### 9 p.m.

Closure of the villa Noailles

## FRIDAY OCTOBER 15

### 10 a.m. – 8 p.m.

Continuous free shuttles between the Théâtre Denis, the villa Noailles and the Château car park.  
Free shuttle service from the hotels to the villa Noailles.  
Read the full program on villanoailles.com

### 10 a.m. – 7 p.m.

Opening of the accreditation desk, villa Noailles

### 10 a.m. – 8 p.m.

Opening of the exhibitions and the 2020 laureates' showroom at villa Noailles and "La villa" exhibition at

L'Annexe

Except the Fashion Accessories and Photography finalist's exhibitions

### 10 a.m. – 6 p.m.

The Formers (Fashion and accessories showroom), set design by Superpoly Château Saint-Pierre (150 m from the villa Noailles)

### 2 p.m. – 7 p.m. \*

Participatory workshop: Emma Bruschi x Maison Lesage. Plant weaving screen design Open air room, villa Noailles

### 2.30 p.m. – 8 p.m.

Opening of the Fashion Accessories (set design by Maria Jeglinska) and Photography finalist' exhibitions

### 3 p.m. – 7 p.m. \*

Espace American Vintage: photo booth and silkscreen printing workshop  
Patio petite villa, villa Noailles

### 3 p.m. – 7 p.m. \*

Workshop, live embroidery of portraits by Michael-Birch Pierce Dovecote, villa Noailles

### 4 p.m.

Dance performance by Darius Dolatyari-Dolatdoust  
Suspended garden, villa Noailles

### 5 p.m.

Masterclass by Dominique Issermann, president of the Photography jury and guest of honor Pinewood tent, villa Noailles

### 6 p.m.

Masterclass by Louise Trotter, president of the Fashion jury and guest of honor Pinewood tent, villa Noailles

### 7.15 p.m.

Outdoor film screening, as part of Louise Trotter's exhibition for Lacoste  
Esplanade, villa Noailles

### 8 p.m. \*\*\*

Fashion shows  
– Screening of the presentation film of the Fashion Accessories finalists in competition for the Grand Prix of the jury and the Hermès Fashion Accessories Prize, U Turn production  
– Catwalk show of the 10 designers in competition for the Grand Prix of the jury Première Vision, the le19M CHANEL Métiers d'art Prize and for the Mercedes-Benz Sustainability Prize  
– Catwalk show of Tom Van der Borgh's collection (Grand Prix of the jury Première Vision 2020), with the support of CHANEL Métiers d'art  
Hangar de la Mouture, salin des Pesquiers, Hyères  
Reservation required, limited seats

Free shuttles at 7 p.m. and at 7.30 p.m. from the place Clemenceau to the salin des Pesquiers.  
Free shuttles at 10 p.m. and at 10.30 p.m. from the salin des Pesquiers to the place Clemenceau.

Access by car : mandatory parking at the Arramanches then free shuttles continuously from 7PM to 7.45 p.m. between the Arramanches and the salin des Pesquiers  
Free shuttles continuously from

Access by car : mandatory parking at the Arramanches then free shuttles continuously from 7PM to 7.45 p.m. between the Arramanches and the salin des Pesquiers  
Free shuttles continuously from

10 p.m. to 10.45 p.m. between the salin des Pesquiers and the Arramanches car park.

### 8 p.m. \*\*\*

Live broadcast at the Anglican Church, 29 avenue de David-Beauregard, downtown, Hyères  
Reservation required, limited seats

### 8 p.m.

Live broadcast on villanoailles.com  
Live broadcast on Instagram and Facebook @villanoailles

## SATURDAY OCTOBER 16

### 10 a.m. – 8 p.m.

Continuous free shuttles between the Théâtre Denis, the villa Noailles and the Château car park.  
Free shuttle service from the hotels to the villa Noailles.  
Read the full program on villanoailles.com

### 10 a.m. – 8 p.m.

Opening of the exhibitions and the 2020 laureates' showroom at villa Noailles and "La villa" exhibition at L'Annexe

### 10 a.m. – 7 p.m. \*

Espace American Vintage: photo booth and silkscreen printing workshop  
Patio petite villa, villa Noailles

### 10 a.m. – 7 p.m. \*

Participatory workshop: Emma Bruschi x Maison Lesage. Plant weaving screen design  
Open air room, villa Noailles

### 10 a.m. – 4 p.m.

The Shortlisted showroom presented by Mercedes-Benz (fashion competition finalists), set design by Superpoly Cloister garden, villa Noailles

### 10 a.m. – 6 p.m.

The Formers (Fashion and Fashion Accessories showroom), set design by Superpoly Château Saint-Pierre (150 m from the villa Noailles)

### 10.30 a.m. \*\*

20e Rencontres internationales de la mode. Sustainable development: limit or creative opportunity?  
Pinewood tent, villa Noailles  
Translated in English

### From 11.30 a.m.

Itinerant dance performances by Renaud Dallet  
villa Noailles

### 2 p.m. \*\*

20e Rencontres internationales de la mode. Physical or digital: what future for fashion?  
Pinewood tent, villa Noailles  
Translated in English

### 3 p.m. – 7 p.m. \*

Workshop, live embroidery of portraits by Michael-Birch Pierce Dovecote, villa Noailles

### 3.30 p.m.

Book signing event: Sophie Fontanel, Sébastien Jondeau, Marie Ottavi, Pascal Morand, Simon Johannin, Marc-Antoine Serra, Philippe Jarrigeon

Esplanade, villa Noailles

### 4 p.m. \*\*

20e Rencontres internationales de la mode.  
The new challenges of fashion in Europe: issues and prospects  
Pinewood tent, villa Noailles  
Translated in English

### 5 p.m.

Dance performance by Sohrâb Chitan, cello by Raphaël Stefanica  
Suspended garden, villa Noailles

### 5.30 p.m.

Masterclass by Christian Louboutin, president of the Fashion Accessories jury and guest of honor Pinewood tent, villa Noailles

### 7 p.m.

Inauguration of the exhibition "La villa" by Laurent Humbert at L'Annexe, 26 rue de Verdun, downtown and of the Temple Magazine exhibition, showroom 13Desserts, 21 place de la République

### 7.15 p.m.

Outdoor documentary screening

– Sur les pas de Christian Louboutin", in the presence of the film director Olivier Garoust, in partnership with ARTE

### 8 p.m. \*\*\*

Fashion shows  
– Screening of the presentation film of the Fashion Accessories finalists in competition for the Grand Prix of the jury and the Hermès Fashion Accessories Prize, U Turn production  
– Catwalk show of the 10 designers in competition for the Grand Prix of the jury Première Vision, the le19M CHANEL Métiers d'art Prize and for the Mercedes-Benz Sustainability Prize  
– Catwalk show of Tom Van der Borgh's collection (Grand Prix of the jury Première Vision 2020), with the support of CHANEL Métiers d'art  
Hangar de la Mouture, salin des Pesquiers, Hyères  
Reservation required, limited seats  
Free shuttles at 7 p.m. and at 7.30 p.m. from the place Clemenceau to the salin des Pesquiers.  
Free shuttles at 10 p.m. and at 10.30 p.m. from the salin des Pesquiers to the place Clemenceau.

Access by car : mandatory parking at the Arramanches then free shuttles continuously from 7PM to 7.45 p.m. between the Arramanches and the salin des Pesquiers  
Free shuttles continuously from 10 p.m. to 10.45 p.m. between the salin des Pesquiers and the Arro-manches car park.

Free shuttles continuously from 10 p.m. to 10.45 p.m. between the salin des Pesquiers and the Arro-manches car park.

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Free shuttles continuously from 10 p.m. to 10.45 p.m. between the salin des Pesquiers and the Arro-manches car park.

29 avenue de David-Beauregard, downtown, Hyères  
Reservation required, limited seats

### 8 p.m.

Live broadcast on villanoailles.com  
Live broadcast on Instagram and Facebook @villanoailles

## SUNDAY OCTOBER 17

### 10 a.m. – 6 p.m.

Continuous free shuttles between the Théâtre Denis, the villa Noailles and the Château car park.  
Free shuttle service from the hotels to the villa Noailles.  
Read the full program on villanoailles.com

### 10 a.m. – 2.30 p.m. and 4.30 p.m. – 6 p.m.

Opening of the exhibitions villa Noailles

### 10 a.m. – 6 p.m.

Opening of the exhibition L'Annexe

### 10 a.m. – 1.30 p.m.

The Formers (Fashion and Fashion Accessories showroom), set design by Superpoly Château Saint-Pierre (150 m from the villa Noailles)

### 10 a.m. – 1 p.m.

The Shortlisted Showrooms presented by Mercedes-Benz (fashion competition finalists), set design by Superpoly Cloister garden, villa Noailles

### 10 a.m. – 2 p.m. \*

Espace American Vintage: photo booth and silkscreen printing workshop  
Patio petite villa, villa Noailles

### 10 a.m. – 2 p.m. \*

Participatory workshop: Emma Bruschi x Maison Lesage. Plant weaving screen design  
Open air room, villa Noailles

### From 11 a.m.

Itinerant dance performances by Renaud Dallet  
villa Noailles

### 2.30 p.m.

Awards ceremony of the 36th International Fashion, Photography, Fashion Accessories Festival Esplanade, villa Noailles

### 4 p.m.

Reading, performance by Simon Johannin and Etienne Ciquier  
Esplanade, villa Noailles

## MONDAY OCTOBER 18

10 a.m. – 6 p.m.  
Opening of the exhibitions, villa Noailles and the Annexe

## TUESDAY OCTOBER 19

Closed

## STARTING FROM WEDNESDAY OCTOBER 20

Opening of the exhibitions, villa Noailles and the Annexe

From Wednesday to Sunday

included, 1 p.m. – 6 p.m.  
Closed on Mondays, Tuesday and public holidays  
Free admission

## Exhibitions and showrooms open only during the festival

– Andras Ladosci  
– Réserve des Arts  
– Showrooms The Formers (fashion and fashion accessories), set design by Superpoly  
– Showrooms The Shortlisted presented by Mercedes-Benz (fashion competition finalists), set design by Superpoly, photographs by Draft001  
– Flower installation by Debeaulieu

## Exhibitions open until November 28, 2021

– Showroom-exhibition of the fashion accessories finalists, set design by Maria Jeglinska, photographs by Temple Office, film produced by U Turn  
– exhibition of the photography finalists  
– Laurent Humbert

## Exhibitions open until January 23, 2022

– Louise Trotter  
– Dominique Issermann  
– Christian Louboutin  
– Showroom-exhibition of the 2020 laureates, set design by Maria Jeglinska, photographs by Romain Laprade, drawings by Jacques Merle  
– Guanyu Xu  
– Les tissus d'Hélène Henry, set design by Mathieu Peyroulet Ghilini  
– Special commissions by Adrian Geller and Jacques Merle  
– Photographic commission to Amira Fritz

At La Reine Jane hotel-restaurant Original drawings by Jacques Merle

## villa Noailles

Contemporary art centre of national interest

Shop (books, art, fashion, design), set design by Pierre Yovanovitch, artistic direction by Graziella Semerciyan

La Langouste, drink & food corner by Martin Himeur

47 Montée Noailles, Hyères  
FOLLOW THE ROAD SIGNS, DO NOT USE GPS INSTRUCTION

## Château Saint-Pierre

Prototyping studio  
Temporary showrooms

Chemin Saint-Pierre  
At 150 meters from the villa Noailles  
FOLLOW THE SIGNS

## L'Annexe – villa Noailles

Art gallery  
26 rue de Verdun, Parcours des Arts, centre-ville, Hyères

## Major Institutional Partners

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## Major Partners

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**CHANEL** *le19M*

## Main Partners

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**LVMH**

PREMIÈREVISION®

**Chloé**



**DEFI**  
LA MODE DE FRANCE

*American Vintage*

## Festival's Partners

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**K E R I N G**

**Premiere Classe**

**SUPIMA**  
WORLD'S FINEST COTTONS



**eyes on talents**

**JOHN NOLLET**

**JANVIER**

**PICTO**

**psycho**

**CODIMAT** Co-Design

**MAKE'S**



## Year-round Partners

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**puntoseta**

**diptyque**  
paris

**DEBEAULIEU**



**Domaine de l'Île**  
PORQUEROLLES



**PleinSud**

## Media partners

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**madame**  
FIGARO

**Wallpaper\***

**arte**



**boycott.**

**Fucking Young!**

**MAKAZINE**



# FESTIVAL'S PARTNERS

# CHANEL

CHANEL AND THE 36<sup>th</sup> INTERNATIONAL  
FESTIVAL OF FASHION, PHOTOGRAPHY  
AND FASHION ACCESSORIES IN HYÈRES  
from 14<sup>th</sup> to 17<sup>th</sup> October 2021

As a Grand partner of the International Festival of Fashion, Photography and Fashion Accessories in Hyères since 2014, CHANEL is renewing its support for this major event in the new global creative scene, on the occasion of its 36<sup>th</sup> edition to be held from 14<sup>th</sup> to 17<sup>th</sup> October 2021. For the second consecutive year, le19M - a new Parisian site opened at CHANEL's initiative that brings together eleven Métiers d'art - is also strengthening its ties with the festival as a Grand Partner. CHANEL and le19M are thus both extending their commitment to the preservation and development of historic fashion savoir-faire.

The le19M CHANEL Métiers d'art Prize, created in 2019, will reward the best collaboration between the ten finalists of the Fashion prize - from seven different countries and selected by the jury chaired by Louise Trotter - and ten houses belonging to the CHANEL Métiers d'art: Desrues, les Ateliers de Verneuil-en-Halatte, Lemarié, Maison Michel, Lesage, Goossens, Atelier Montex, Causse, Paloma and Lognon. Their creations will be presented during two fashion shows that will take place on October 15<sup>th</sup> and 16<sup>th</sup> 2021.

The Grand Prix of the Fashion Jury and the Grand Prix of the Fashion Accessories Jury will also be awarded. CHANEL will accompany the winners over the long term by giving each one of them a grant of 20,000 euros dedicated to the making of a creative project with the CHANEL Métiers d'art of their choice, to be unveiled in 2022, during the next edition of the festival.

This year, the public will be able to discover the work of the three 2020 winners: Emma Bruschi (winner of the le19M CHANEL Métiers d'art Prize), Tom Van der Borght (winner of the Grand Prix of the Fashion Jury) and the designer duo Ddiddue and Juana Etcheberry

(winners of the Grand Prix of the Fashion Accessories Jury) will present the fruits of their collaboration with the CHANEL Métiers d'art in an exhibition held at the gymnasium of the Villa Noailles throughout the festival.

The House is also associated with the Grand Prix of the Photography Jury, with a grant of 20,000 euros for the winner.

Official partner of the make-up booth for the festival's runway shows, this year CHANEL will be dressing two celebrities close to the House who are participating in the festival's cultural programme: singer Claire Laffut and actress Céleste Brunnquell.

CHANEL is the main sponsor of the permanent exhibition *Charles et Marie-Laure de Noailles, une vie de mécènes*, at the Villa Noailles.

# le19M

le19M AND THE 36TH INTERNATIONAL  
FESTIVAL OF FASHION, PHOTOGRAPHY  
AND FASHION ACCESSORIES IN HYÈRES  
from 14<sup>th</sup> to 17<sup>th</sup> October 2021

For the second consecutive year, le19M is a Grand Partner of the International Festival of Fashion, Photography and Fashion Accessories in Hyères, standing alongside the House of CHANEL in its commitment to the global creative avant-garde.

le19M symbolises the long history that links CHANEL to the Métiers d'art. Ever since the acquisition of the Desrues parurier in 1985, CHANEL has been committed to preserving, perpetuating and developing these unique savoir-faire, which are now deployed at le19M. A monumental architectural complex designed by Rudy Ricciotti, le19M brings together eleven of the Métiers d'art.

This venue gives its name to the le19M CHANEL Métiers d'art prize, which recompenses the best collaboration between the ten fashion designers in competition and ten Houses belonging to the CHANEL Métiers d'art: Desrues, les Ateliers de Verneuil-en-Halatte, Lemarié, Maison Michel, Lesage, Goossens, Atelier Montex, Causse, Paloma and Lognon. A grant of 20,000 euros will enable the winner to develop a long-term project with the Métiers d'art of their choice, to be unveiled in 2022, at the 37<sup>th</sup> edition of the festival.

This year, the creations of Emma Bruschi, winner of the le19M CHANEL Métiers d'art prize in 2020, will be given pride of place alongside those by the winners of the Grand Prix of the Fashion Jury, Tom Van der Borght, and the Grand Prix of the Fashion Accessories Jury, the duo Juana and Ddiddue Etcheberry.

le19M will also be hosting two events during the festival. Firstly, a participatory atelier designed by Emma Bruschi based around the weaving of plant tweed, in collaboration with the textile department of Lesage. A selection of reused materials, sourced at

le19M and from the deposits at LA RÉSERVE DES ARTS itself, is on offer to everyone in an off-site boutique. LA RÉSERVE DES ARTS has been operating in the Île-de-France region since 2008 and in Marseille for the past year. It supports the development of the circular economy for culture. The scenography has been made entirely from upcycled materials sourced from LA RÉSERVE DES ARTS in Marseille, and all the materials will be reused after the event.

Through this partnership with the International Fashion, Photography and Fashion Accessories Festival in Hyères, le19M supports young creatives, affirming its position at the heart of the artistic and societal challenges of fashion.

# LVMH

By partnering with the International Festival of Fashion, Photography and Fashion Accessories in Hyères for the 21<sup>st</sup> consecutive year, the LVMH group underlines its strong and long-lasting commitment to artistic creation and the emergence of new talents.

The Group's fundamental values are the driving forces behind the development of its activities in sectors as diverse as Fashion & Leather Goods, Perfumes & Cosmetics, Wines & Spirits, Watches & Jewelry or Selective Retailing.

The Group's Maisons operate in sectors with a rich diversity of creative disciplines. They aim to attract the best creative talents, to provide them with the means to develop their potential, to enrich them through exposure to varied cultures of our Maisons, and to allow them to create without restrictions.

LVMH's mission is to support artistic heritage and contemporary creation every day, whether in fashion, visual arts, or photography, and, on a larger scale, to provide access to culture to the greatest number of people.

<https://www.lvmh.com/>

# PREMIÈRE VISION PARIS

Première Vision Paris is a unique event bringing together more than 55,000 international fashion professionals around 6 sectors: yarns and fibres, fabrics, accessories, textile designs, leather and fashion manufacturing.

Première Vision Paris initiates professional links and strengthens creative synergies between brands, fashion designers and a selection of the most innovative international companies in the industry. A business meeting, the event is also an exceptional source of inspiration. The various areas dedicated to prospective fashion information developed by the Première Vision fashion team offer a global vision of the season's trends and orientations and unveil the season's key products.

One of the objectives of Première Vision is to support creation and enhance know-how through strong and committed actions. Since 2010, every year the PV Awards have rewarded the most outstanding fabrics and leathers among the proposals of the most creative international manufacturers.

With the creation in 2011 of the Maison d'Exceptions area, Première Vision promotes the meeting of rare and singular know-how with luxury and high-end fashion houses.

More recently, Première Vision has launched original initiatives to help professionals adapt to the new challenges of the sector through the Smart Creation platform dedicated to technical, technological and creative innovations, whether eco-responsible or coming from the fashion tech sector.

[WWW.PREMIEREVISION.COM](http://WWW.PREMIEREVISION.COM)

# CHLOÉ

Founded in 1952 by Gaby Aghion, Chloé has always sought out and supported young talents, offering them a nurturing environment in which to express their creativity.

Prestigious alumni played an important role in defining the Chloé attitude, including Karl Lagerfeld, Martine Sitbon, Stella McCartney, Phoebe Philo, Hannah MacGibbon, Clare Waight Keller, Natacha Ramsay-Levi, and today Gabriela Hearst, who perpetuated the avant-garde, feminine and free spirit of the Maison.

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

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

# HERMÈS

Since 1837, Hermès has remained faithful to its artisan model and its humanist values. The freedom to create, the constant search for beautiful materials, the transmission of savoir-faire of excellence, and the aesthetic of functionality all forge the singularity of Hermès, a house of objects created to last. An independent, family owned company, Hermès is dedicated to keeping the majority of its production in France through its 51 workshops and production sites and to developing its network of 302 stores in 45 countries. The group employs more than 16,600 people worldwide, including nearly 10,400 in France, among whom more than 5,600 are craftsmen\*. Axel Dumas, a sixth-generation family member, has been Hermès CEO since 2013. Founded in 2008, the Fondation d'entreprise Hermès supports projects in the areas of artistic creation, training and the transmission of savoir-faire, biodiversity, and the preservation of the environment.

\* As of 30 June 2021

# MERCEDES-BENZ

Design is one of Mercedes-Benz' most important success factors and plays a central role in the fashion and automotive worlds. It is a combination of creative ideas, individual character, contemporary lifestyle and sustainable luxury. The mutual ambition for exclusive materials, first-class craftsmanship and exceptional design which appeals to all senses of a discerning clientele – this is what unites Mercedes-Benz with the world of fashion and thus with the International Festival of Fashion, Photography and Fashion Accessories, Hyères.

For the Festival's 36<sup>th</sup> edition, Mercedes-Benz once again hosted a sustainability masterclass for the fashion finalists, facilitating access to industry experts, to guide the designers in integrating responsible practices in their collections, and culminating with the inaugural Mercedes-Benz Sustainability Prize.

Since 1995, Mercedes-Benz has established itself worldwide as a major player in the fashion industry, building authentic relationships within the fashion community through its commitment to emerging designer initiatives, innovative collaborations, fashion week partnership, and live events. The brand is currently active in many key locations around the world, including the Mercedes-Benz Fashion Weeks Russia, Mexico City, Madrid and Tbilisi amongst others. As part of its global fashion engagement, Mercedes-Benz continues to support and encourage the current and next generation of creatives

through the Mercedes-Benz Fashion Talents programme. The programme offers designers a unique opportunity to present their work to an international audience and gain presence within the fashion world. Launched in 2009, Mercedes-Benz Fashion Talents has supported nearly 170 designers in over 30 platforms, including shows in Milan, London, New York, Paris, Beijing and Berlin.

Committed to the sustainable future of luxury design, Mercedes-Benz proactively works to future-proof the responsible growth of its fashion partnerships; highlighting best practices and aligning itself with creatives that reflect and champion values such as aspirational and intuitive design, creativity, diversity and innovation. As part of its global fashion commitment to support emerging design talents, Mercedes-Benz is very pleased to partner with the 36<sup>th</sup> International Festival of Fashion, Photography and Fashion Accessories, Hyères for the tenth time.

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

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#MercedesBenzFashion  
#MercedesBenzFashionTalents

# FÉDÉRATION DE LA HAUTE COUTURE ET DE LA MODE

The Fédération de la Haute Couture et de la Mode brings together more than a hundred distinctly contemporary French and international fashion Houses boasting unique know-how. It coordinates Paris Fashion Week® and the Haute Couture weeks, thereby helping to further assert Paris as the world fashion capital. It contributes to the promotion and development of French fashion culture, where Haute Couture, creativity and excellence are constantly enhanced by contemporary and innovative technologies. It supports its members by way of legal, social, training, innovation and sustainable development commissions. It plays a decisive role in the development of generations of designers in France and abroad. It attaches the utmost importance to the achievement of the global ambition of the French Fashion Institute in the fields of creation, management and know-how. At the heart of the fashion and design ecosystem, the Federation delivers expertise and shares solutions for a bold and sustainable future.

The FHCM is a partner of the Hyères Festival since 2003. It confronts the points of view of actors in the sector and organizes each year «Les Rencontres Internationales de La Mode à Hyères», with the support of DEFI - Comité de Développement et de Promotion de l'Habillement.

[www.fhcm.paris](http://www.fhcm.paris)

## LE 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, SPHERE, 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.

<https://www.defimode.org>

# AMERICAN VINTAGE SUPIMA

Inspired by the United States, Michaël Azoulay founded American Vintage in Marseille in 2005. Impressed by the great outdoors and their absolutely relaxed atmosphere, he decided to revisit the most timeless basic of them all: the T-shirt.

Season after season, the collections expanded, structuring themselves around increasingly sophisticated pieces. American Vintage now offers a multifaceted wardrobe in which colors and materials, the brand DNA, spark pure emotion.

On a constant quest for meaning, the brand has supported art in its every form over the past few years, in a variety of dazzling collaborations. It regularly spotlights emerging and renowned talents whose poetic worlds echo its own understated approach to fashion. After working with 10 artists to celebrate its 10th anniversary in 2015, and with painter Inès Longévial in 2017, the brand now turns to young French set designers Zoé Piter et Maximilien Pellet, who staged the photo shoots by Hubert Crabières in 2019.

Present at the Hyères International Festival of Fashion, Photography and Fashion Accessories since 2017, American Vintage will once again sponsor the 2021 edition, where it will grant its American Vintage Photography Award. A distinction that earns the winner a cash prize and the right to exhibit a series of photos, taken for the Marseille brand, in stores.

[www.americanvintage-store.com](http://www.americanvintage-store.com)

Founded in 1954, SUPIMA is an elite variety of pima cotton grown only in California and the Southwestern U.S., prized the over the world by designers and discerning consumers who value its resilient strength, lasting color and indulgent softness. Since its inception, SUPIMA has always supported the design community. SUPIMA was embraced by the early giants of American Fashion such as Clair McCardell, Oleg Cassini and James Galanos. Today a wide range of brands use SUPIMA from James Perse, Brooks Brothers and Uniqlo in the U.S. and Superdry, Lacoste or American Vintage in Europe. Lately, KERING Group selected organic SUPIMA as their cotton of choice. The SUPIMA Design Competition was created in 2008 to give a runway exposure to emerging talents. For the fourteenth anniversary edition, six of America's top fashion and design schools are asked to select one finalist among their graduating seniors. Each finalist is asked to create a capsule collection from premium SUPIMA fabrics. The collections are then shown during New York and Paris fashion weeks.

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

# JANVIER/PICTO

PICTO and JANVIER, two brands of the PICTORIAL group specialized in image processing serving the needs of photographers and advertisers, is looking forward to supporting the 36th edition of the International Festival of Fashion, Photography and Accessories of Hyères fashion. As every year, the shooters of the JANVIER laboratory lent their know-how to the young finalist photographers and to the guest of honor Hulrich Leboeuf for the realization of the exhibition prints which are showcased on the occasion of this 2021 edition of the festival.

Since the creation of its parent company in 1950, a company associated with excellence in the traditional image professions, PICTORIAL offers qualitative and innovative transversal expertise around cutting-edge know-how and demanding experts.

Present in France with specialized entities, PICTORIAL develops international services for its clients with establishments in New York, Milan and Vietnam.

PICTORIAL is labeled EPV, Entreprise du Patrimoine Vivant. The group is committed to experimenting with image and since 2016 has supported photographers through the Picto Foundation, its endowment fund. Patron of international events, associated with prestigious institutions and committed alongside emerging talents, Picto Foundation defends the values of living heritage and creative and technical innovation specific to the PICTORIAL group.

