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villa Noailles

HYPERES

PRESS
RELEASE

2021
14 → 17.10

36^E FESTIVAL INTERNATIONAL
DE MODE,
DE PHOTOGRAPHIE,
ET D'ACCESSOIRES
DE MODE

AD & Design - Marc Armand / Dessins - Antonio Carbone / Tissue 3D - Massimo Delavet



villanoailles.com @villanoailles
CENTRE D'ART CONTEMPORAIN D'INTERET NATIONAL / METROPOLE TOULON
PROVENCE MEDITERRANEE / MONTEE NOAILLES 83400 HYERES

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President

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Founder, general director

Magalie Guérin

Deputy director

Julie Liger

Deputy director

Maida Grégory-Boina

Artistic director for Fashion,

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

The 36th edition of the International Festival of Fashion, Photography and Fashion accessories, Hyères, took place between Thursday 14th and Sunday 17th 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 prize winners 2020 in partnership with le19M and the CHANEL Métiers d'art.

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 selection stage as well as during a period of two years in various 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 DéfiKering, Première Classe, Supima...



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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.

GRAND PRIX OF THE JURY PREMIÈRE VISION

A Festival partner since 2011, Première Vision is sponsoring the Grand Prix of the Jury for the 9th 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.

IFEANYI OKWUADI

Royaume-Uni United Kingdom

TAKE THE TOYS FROM THE BOYS

Menswear

Collection produced with the support of

Polartec, Canclini 1925, Halley
Stevensons, Leomaster – Première
Vision Paris
Puntoseta
Supima
Atelier Aymeric Le Deun

Born in 1994

Graduated from the Ravensbourne
University, London
Lives and works in London, United
Kingdom



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36^e FESTIVAL INTERNATIONAL
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ET D'ACCESSOIRES DE MODE

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.

ELINA SILINA

Latvia

Womenswear

Born in 1988
Graduated from the Art Academy of
Latvia, Riga
Lives and works in Riga, Latvia



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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 37th 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.

RUKPONG RAIMATURAPONG

in collaboration with

Maison Michel

Thailand

Menswear

Born in 1990

Graduated from the Institut Français de la Mode, Paris

Lives and works in Paris, France



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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 35th edition of Festival Hyères, Mercedes-Benz once again partnered with Fashion Open Studio 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. Spotighting 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.

SOFIA ILMONEN

Finland

SAME SAME BUT DIFFERENT

Womenswear

Collection produced with the support of
Maison Henry Bertrand, Emmetex
Etichettificio – Première Vision Paris
PuntoSeta
Supima
Atelier Aymeric Le Deun

Born in 1987
Graduated from the Aalto University
School of Arts, Design and
Architecture, Helsinki
Lives and works in Helsinki, Finland



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public prize - city of Hyères

A creative residency at the villa Noailles or an artistic commission from the villa Noailles in 2022

ADELINE RAPPAZ

Switzerland

LE TEMPS DES RÊVES

Womenswear

Collection produced with the support of

Puntoseta

Atelier Aymeric Le Deun

Born in 1989

Graduated from the Haute école d'art et de design, HEAD Geneva

Lives and works in Paris, France



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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.



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JURY

Dominique Issermann

Photographer, Paris
President of the jury

Didier Fernandez

Fashion and Beauty Consultant, Paris

Olivier Hersart

Photographer, Paris

David Martin

Photo retoucher, Paris

Anne Rohart

Model, filmmaker, Paris

Sam Stourdzé

Director, Villa Medici, Rome

Christine Bergstrom

Model

Guanyu Xu

Photographer, Chicago
Grand Prix du jury photographie, Hyères 2020

FINALISTS

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 par Karl Lagerfeld

Dominique Issermann
President of
the photography jury and
guest of honor

Dominique Issermann entered the world of image first through the cinema in Italy, in the reportage with the Carnation Revolution in Portugal, and in fashion with Sonia Rykiel who entrusted her with her advertising campaigns since 1979. She made many portraits of contemporary artists such as Catherine Deneuve, Marguerite Duras, Balthus or Bob Dylan. Her work

as a fashion photographer can be seen in the international press like The NYT Magazine or Vogue. She directs ads and advertising films for the biggest brands, such as Chanel or Dior, as well as video clips, in particular for Leonard Cohen. She continues her personal work with the books Anne Rohart or Laetitia Casta and with large exhibitions dedicated to her at the Rencontres d'Arles and 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. In 2021, she is the first woman elected to the photographic section of the Académie des Beaux-Arts.

The debate is passionate, peaceful, no insults, no threats, calm but dense. After the calm of the debate, the heartbreak of the decisions that separate, that separate the members of the jury from each other, as well as from the selected candidates.

Let's stay united, we have looked at your photos in all angles, we will be close to you forever, and of course totally available.

These two prizes: The Grand Prix of the Photography Jury and the American Vintage Photography Prize, will allow you to go further in your work, and that is so precious. We are very curious to see the results. For the others, continue with courage and persistence without worrying about our choices.

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.

EMMA CHARRIN & OLIVIER MULLER

France

BALTELLALA LE TROPIQUE DU YUCCA

Born in 1987

Graduated of Master Arts Plastiques from l'université d'Aix-en-Provence and from the Université de La Sorbonne, Paris I
Lives and works in Paris, France

Born in 1985

Graduated from Ecole nationale supérieure d'art et de design Marseille Méditerranée and of Master exerce ICI-CCN Institut Chorégraphique International de Montpellier/Occitanie
Vit et travaille entre Bruxelles et Marseille, France/Belgique

The Grand Prix of the Photography Jury is awarded to Emma Charrin and Olivier Muller for the project Tropic du Yucca. This photography shows no face, no emotion, does not incite to plunge into the contemplation or the wonder of the enigmatic beauty.

It is a theatre where a drama is being played out, perhaps, tensions in any case.

Theatrical framing, with its characters installed as if waiting to be transported into another world. A final effort to choreograph at all costs. A staging that tries to control the passage by boat to the new world on the Mediterranean.

Greek statues in one of the most popular places in France that moves away from tragedy to the brutalism of ecological protest.



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.

The American Vintage Photography Prize goes to Sergei Pavlov.

The meeting of Sergei Pavlov's purity and American Vintage's was almost inevitable.

The unisex tank top slides naturally into the multi-sex universe of the Sergei generation.

The minimalist sophistication, the refined work on the armholes melt into the enchantment of the river or lake that doesn't wrinkle.

SERGEI PAVLOV

Russia - Finland

Born in 1994

Graduated from LAMK Institute of Design, Lahti

Lives and works in Lahti, Finland



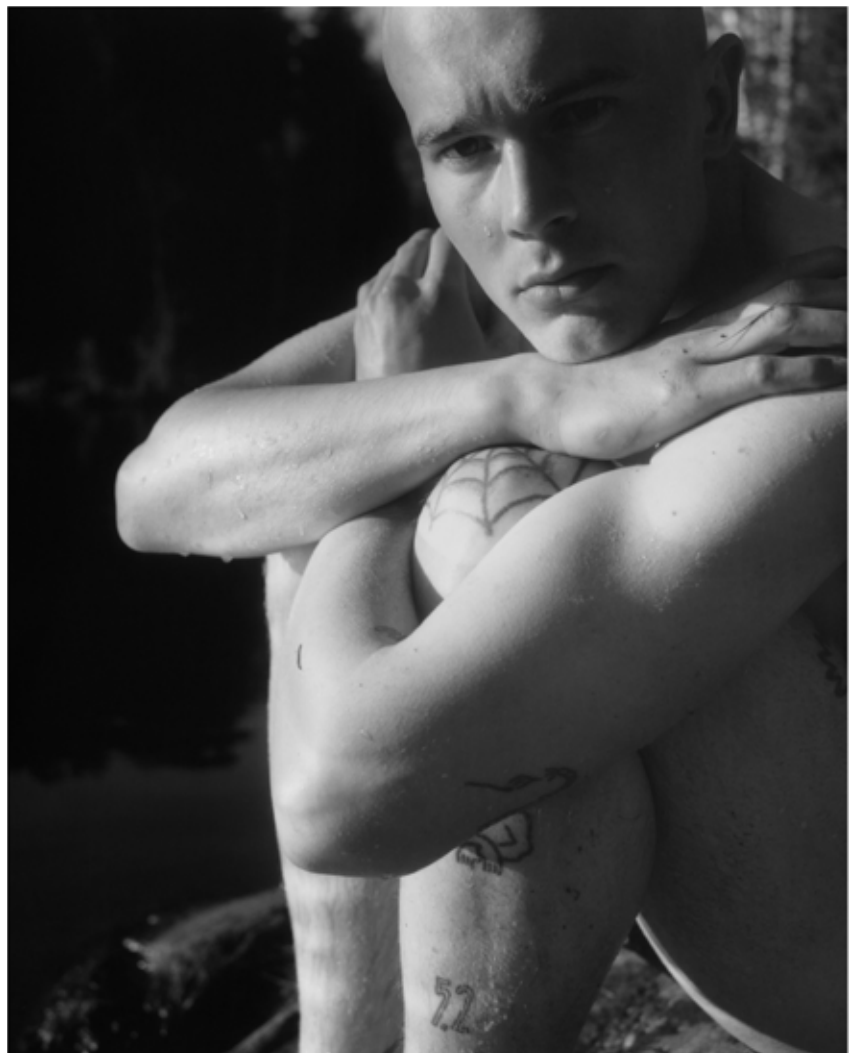
PUBLIC PRIZE - CITY OF HYÈRES

A creative residency at the villa Noailles or an artistic commission from the villa Noailles in 2022

SERGEI PAVLOV

Russia - Finland

Born in 1994
Graduated from LAMK Institute of Design, Lahti
Lives and works in Lahti, Finland



WALLPAPER GRANT

- 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.

PITCHAYA PEARPIT

Thailand

THE CHARM OF MALFUNCTION

Born in 1990
Graduated from the Institut français
de la mode, Paris

Lives and works in Paris, France



PHOTOGRAPHY GRANTS

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JURY

Christian Louboutin

Designer, Paris
President of the jury

Paula Amorim

Founder and chairmain of Amorin 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



Christian Louboutin © Kate Martin

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 1st 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

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 Gaultier, 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^{er}

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.

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 selection of the winner was the result of intense discussions between us, we were so impressed by the quality of the presented projects. Capucine Huguet stood out for the depth of her approach and the quality of the jewellery she created. She was able to develop a poetic and very contemporary approach to the climate emergency through the deconstruction of the process of melting ice which marked us.

CAPUCINE HUGUET

France

WAHLENBERGBREEN MEMENTOS

Jewellery

Born in 1996

Graduated from Central Saint Martins,
London

Lives and works in Paris, France



COMMANDE PHOTOGRAPHIQUE

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

HYÈRES
36^e FESTIVAL INTERNATIONAL
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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 after a jewel in 2020

YANN TOSSER-ROUSSEY

France

Born in 1991

Graduated from Studio Berçot, Paris

Lives and works in Paris, France



COMMANDE PHOTOGRAPHIQUE

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



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PUBLIC PRIZE - CITY OF HYÈRES

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RAYNA AMURO

Japan

ARTIFICIELS ORGANIQUES

Jewellery

Collection produced with the support of
Maison Arthus-Bertrand
Christophe Lhote

Born in 1996
Graduated from Studio Berçot, Paris
Lives and works in Paris, France



COMMANDE PHOTOGRAPHIQUE

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

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FASHION ACCESSORIES GRANTS

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- 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.



Photographie Marie Rime, 2021

Major Institutional Partners



Major Partners

CHANEL *le19M*

Main Partners

LVMH

PREMIÈREVISION®

Chloé



DEFI
LA MODE DE FRANCE

American Vintage

Festival's Partners

KERING

Première Classe

SUPIMA
WORLD'S FINEST COTTONS



eyes on talents

JOHN NOLLET

JANVIER

PICTO

psycho

CODIMAT Co-Design

MAKE'S T



Year-round Partners

puntoseta

diptyque
paris

DEBEAULIEU



Domaine de l'Île
FORQUEROLLES



PleinSud

Media partners



madame
FIGARO

Wallpaper*

arte



TEMPLE

boycott.

Fucking Young!

MAGAZINE