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Hyères

# HYÈRES

PRESS RELEASE

37<sup>TH</sup> INTERNATIONAL FESTIVAL  
OF FASHION, PHOTOGRAPHY  
AND ACCESSORIES,  
HYÈRES 13→16.10.202

CENTRE D'ART CONTEMPORAIN D'INTÉRÊT NATIONAL  
MÉTROPOLE TOULON PROVENCE MÉDITERRANÉE  
MONTEE NOAILLES 83400 HYÈRES

VILLANOAILLES.COM

# 37<sup>TH</sup> INTERNATIONAL FESTIVAL OF FASHION, PHOTOGRAPHY AND ACCESSORIES, HYÈRES 13-16.10.2022

**Pascale Mussard**  
President

**Jean-Pierre Blanc**  
Founder, general director

**Magalie Guérin**  
Deputy director

**Julie Liger**  
Deputy director

**Saïd Berkane**  
Secretary general

**Franca Leguennec**  
General Administration

**Maida Grégory-Boina**  
Artistic director for Fashion

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The 37<sup>th</sup> edition of the International festival of fashion, Photography and accessories, Hyères, will take place between Thursday 13<sup>th</sup> and Sunday 16<sup>th</sup> October 2022 at the villa Noailles. The exhibitions will be open to the public until November 27, 2022.

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 photographers and this year, since 2016, 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, Hermès, Mercedes-Benz, American Vintage, la Fédération de la Haute Couture et de la Mode, le Défi, Galeries Lafayette, l'Atelier des Matières, Mercedes-Benz...

# PRIZES

## FASHION COMPETITION PRIZES

GRAND PRIX OF THE JURY PREMIÈRE VISION

THE le19M MÉTIERS D'ART PRIZE

MERCEDES-BENZ SUSTAINABILITY PRIZE

L'ATELIER DES MATIÈRES PRIZE



## PHOTOGRAPHY COMPETITION PRIZES

GRAND PRIX OF THE PHOTOGRAPHY JURY

AMERICAN VINTAGE PHOTOGRAPHY PRIZE

## ACCESSORIES COMPETITION PRIZES

GRAND PRIX OF THE ACCESSORIES JURY

THE HERMÈS ACCESSORIES PRIZE

## L'ATELIER DES MATIÈRES

In 2022, L'Atelier des Matières became a partner of the International Festival of Fashion, Photography and Accessories in Hyères for its 37th edition.

The first ever L'Atelier des Matières prize will be awarded to one of the ten Fashion prize finalists for the creation of a silhouette made from materials provided by the atelier. The designs created by the ten finalists will be presented in two dedicated shows and in the festival showrooms.

A selection of fabrics and leathers worth €10,000 from L'Atelier des Matières will be made available to the winner.

NEW AWARDS

## GALERIES LAFAYETTE

As partner since 2007 to the International Fashion Festival hosted at the villa Noailles art centre, Galeries Lafayette is proud and honored to strengthen its support by sponsoring the “Première Vision” top jury award for the first time.

The prize winner will be invited by Galeries Lafayette to create a capsule collection that embodies the department store's values of inclusivity and diversity in the fashion world.

Through this collaboration, Galeries Lafayette is reiterating its long-standing commitment to promoting young designers by offering them the resources to produce and market their creations as widely as possible.

## CONFEDERATION EUROPÉENNE DU LIN ET DU CHANVRE | CELC

The European Confederation of Flax & Hemp | CELC is joining the International Festival of Fashion, Photography and Accessories of Hyères for the first time as an official partner of the Grand Prix du Jury Première Vision.

European linen combines today all ecological and creative aspirations. The versatility of this plant fibre and its ability to combine new aesthetic possibilities with more responsible practices now opens up the field of possibilities in terms of creativity.

It is to encourage these values of differentiation and enable the development of eco-responsible collections that CELC supports the winners of the Grand Prix du Jury Première Vision. Facilitating access to European linen textile innovations, supporting the finalists as closely as possible in their linen sourcing and providing a supply of fabrics for the creation of their collections, is the commitment of CELC in this 3-year partnership.

## ICICLE

As an official partner, ICICLE will invite the winner of the Grand Prize of the Jury Première Vision to create a capsule collection for ICICLE, benefitting from Icicle's product team's know-how in sourcing the best natural materials and manufacturing quality products. This collection will be created working with one of the iconic product lines of ICICLE which best supports its values of responsible fashion creation. Promotion of the collection will be organised with the ICICLE team in collaboration with the designer.

## INSTAGRAM

For the first time, Instagram joins as an official partner the International Festival of Fashion, Photography and Accessories of Hyères.

Since its creation, Instagram has been able to establish itself as the indisputable platform for the Fashion industry, in particular by supporting emerging Fashion designers since the very beginning. In order to renew its commitment to support the next generation of talents, the global platform Instagram is proud to join the Festival and its prestigious Sponsors.

Young and independent brands often have a community amongst the most passionate and committed because they are carrying societal messages and are leading conversations that are relevant for the young generations. Therefore, to guide and encourage these values of independence and differentiation, Instagram will support as a Mentor Laureates of each Award.

This Mentoring will allow Laureates to better understand and use the different features of Instagram and more largely of the other Meta applications.

## BOTTEGA VENETA

Rooted in Italian culture yet maintaining a truly global outlook, Bottega Veneta has chosen to partner with the Festival de Hyères for the first time this year. With the Bottega Veneta grant, the House aims to support creativity in all its forms and will award the winner of the Photography Grand Prix the opportunity to collaborate on one of their campaigns.

## SHERIFF PROJECTS & KITTEN

By becoming partners of the International Fashion and Photography Festival in Hyères, Kitten and Sheriff Projects affirm their support for emerging photographers. Their collective endowment will honor the winner of the Grand Prix du Jury Photographie with an exhibition of his or her work in a major venue dedicated to contemporary creation in Paris.

The exhibition will continue for a month at the Sheriff Gallery in the Marais in Paris.

The Art Lab of Sheriff Projects also supports the Festival by producing the prints of the ten finalists of the Grand Prix de la Photographie, as well as the prints of the works of the artist Pierre Debusschere, photographer, director, President of the jury and guest of honor of the Festival de Hyères.

# FASHION COMPETITION

## FINALISTS

Jenny Hytönen

Finland  
Unisex

Alix Habran Jensen

France - Denmark  
Womenswear

Valentin Lessner

Germany  
Menswear

Alizée Loubet and  
Fernando Miró

France et Brésil  
Menswear

Priss Niinikoski

Finland  
Womenswear

Sini Saavala

Finland  
Womenswear

Antonia Schreiter

Germany  
Unisex

Lora Sonney

France  
Womenswear

Tim Suessbauer

Germany  
Menswear

Juha Vehmaanperä

Finland  
Menswear

## JURY

Glenn Martens

Creative director, Y/Project - Paris  
President of the jury and guest of honor

Christa Bösch  
and Cosima Gadiant

Fashion designer, Ottolinger - Berlin

Max Colombie

Singer, composer, Oscar and the Wolf - Brussels

Ursina Gysi

Stylist

Frederik Heyman

Visual artist - Antwerp

Tiffany Hsu

Vice President of Womenswear & Kidswear Buying,  
Mytheresa - London

Ifeanyi Okwuadi

Grand Prix of the jury Première Vision 2021 -  
London

Sevdaliza

Singer, composer, producer - Amsterdam

Eugénie Trochu

Head of Editorial Content, Vogue France - Paris

## GLENN MARTENS

### President of the fashion jury

Originating from Bruges, Belgium, Glenn Martens graduated first in his class from the internationally acclaimed fashion institute The Royal Academy of Fine Arts, Antwerp. In 2008, during his final year at the academy, he was recruited to join the team of Jean Paul Gaultier for the women's precollection in addition to the men's label "G2".

In mid-2010, after a successful run as first assistant to independent designer Yohan Serfaty, Martens worked independently on various high-profile projects affiliated with European brands such as Weekday (H&M) and Honest By Bruno Pieters. In February 2012, he launched his womenswear line during the Paris Fashion Week under the name "Glenn Martens". Since September 2013, Glenn Martens is leading the men and womenswear of the Parisian based label Y/PROJECT.

2017 proved to be a year of recognition for Glenn Martens who entered the BOF 500 index of people shaping the fashion industry and received the ANDAM prize for his outstanding work at the creative helm of Y/PROJECT.

In 2018, Martens continued his rise in the ranks of the industry: being selected again to the BOF 500 as well as to the Vogue Forces of Fashion panel in New York. In Antwerp he was awarded the Belgian Fashion Designer of the Year. His aesthetic is praised by major fashion players like UGG,



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DIESEL and CANADA GOOSE with whom he collaborates on exclusive collections.

Pitti Uomo 95 selected Y/PROJECT as Special Menswear Guest to show in January 2019 where Glenn Martens staged an epic AW19 show at the infamous Santa Maria Basilica.

In 2020, he was awarded the ANDAM Family Fund Prize and launched the label's first-ever ecological line Evergreen. Convinced by the cultural relevance of Martens' work, The Metropolitan

Museum in New York acquired two looks from the Y/PROJECT archives that same year. In October 2020, he's appointed Creative Director of DIESEL, while continuing his position at the creative helm of Y/PROJECT.

Graphic tailoring woven into structural elegance characterizes his designs. Martens' work bridges a technical background and emotional atmosphere with a straightforward look. Culminating in architectural cuts that boast a comfortable fit, the foundation of Glenn Martens resides and relies on transcendent versatility.

The fashion jury met in Paris at /e19M, on January 28<sup>th</sup>, 2022 in order to choose the 10 finalists of the competition.

Their collections will be presented during 2 fashion shows, open to the public and to the professionals, directed by Maida Grégory-Boina. The collections will also be presented in showrooms during the festival.

### **Festival commissions on the finalists' collections:**

#### **Mathieu Selvatici**

Art direction for photography and video

#### **Antoine Harinthe**

Photographs

#### **Akim Laour**

Videos

#### **Sébastien Martinez-Barat & Benjamin Lafore, MBL architectes**

Set design

#### **Rikkert Paauw**

(Special Jury Mention  
Design Parade Toulon 2016)  
Scenography  
of the showrooms



#### **Alix Habran Jensen**

France-Denmark  
Womenswear



#### **Jenny Hytönen**

Finland  
Unisex



**Valentin Lessner**  
Germany  
Menswear



**Alizée Loubet  
and Fernando Miró**  
Brazil  
Menswear



**Priss Niinikoski**  
Finland  
Womenswear



**Sini Saavala**  
Finland  
Womenswear



**Antonia Schreiter**  
Germany  
Unisex



**Lora Sonney**  
France  
Womenswear



**Tim Suessbauer**  
Germany  
Menswear



**Juha Vehmaanperä**  
Finland  
Menswear

## GRAND PRIX OF THE JURY PREMIÈRE VISION

A Festival partner since 2011, Première Vision is sponsoring the Grand Prix of the Jury for the 12<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 in February.
- a collaborative project with the CHANEL Métiers d'art, worth up to 20,000 euros.
- the conception of a capsule collection that embodies the Galeries Lafayette's values of inclusivity and diversity in the fashion world
- an allocation of fabrics and dedicated support from CELC to create one or several silhouettes to help the winner of the Grand Prix du Jury Première Vision in the development of the marketing of his future collection.
- ICICLE will invite the winner of the Grand Prix du Jury Première Vision to create a capsule collection.
- Madame Figaro, media partner, will offer a visibility and an editorial to the Grand Prix of the Jury Première Vision.



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

FASHION PRIZES

## THE /e19M MÉTIERS D'ART PRIZE

Grand Partner of the International Festival of Fashion, Photography and 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 of the Fashion prize 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 38<sup>th</sup> edition of the festival.

The name of this prize changed up in 2020 to become the /e19M Métiers d'art Prize, echoing the opening of a new Parisian site gathering 11 maisons d'art and the open to all space la Galerie du 19M, promoting the fashion and decoration Métiers d'art.

Nearly six hundred artisans and experts are daily at the service of the creativity of French and international brands, large groups as well as independent customers and young generations of designers.

THE COLLABORATIONS BETWEEN THE MÉTIERS D'ART AND THE FINALISTS ARE THE FOLLOWING:

PRISS NIINIKOSKI  
AND PALOMA

VALENTIN LESSNER  
AND MONTEX

LORA SONNEY  
AND GOOSSENS

ALIX HABRAN JENSEN  
AND LOGNON

TIM SUESSBAUER  
AND LESAGE

SINI SAAVALA  
AND LEMARIÉ

JENNY HYTÖNEN  
AND MAISON MICHEL

ANTONIA SCHREITER  
AND ATELIERS  
DE VERNEUIL-EN-HALATTE

FERNANDO MIRO  
& ALIZÉE LOUBET  
AND CAUSSE

JUHA VEHMAANPERÄ  
AND DESRUES



**Alix Habran Jensen and Lognon**  
France-Denmark  
Womenswear



**Jenny Hytönen and Maison Michel**  
Finland  
Unisex



**Valentin Lessner and Montex**  
Germany  
Menswear



**Alizée Loubet and Fernando Miró and Causse**  
Brazil  
Menswear

In competition for THE le19M MÉTIERS D'ART PRIZE



Priss Niinikoski and Paloma  
Finland  
Womenswear



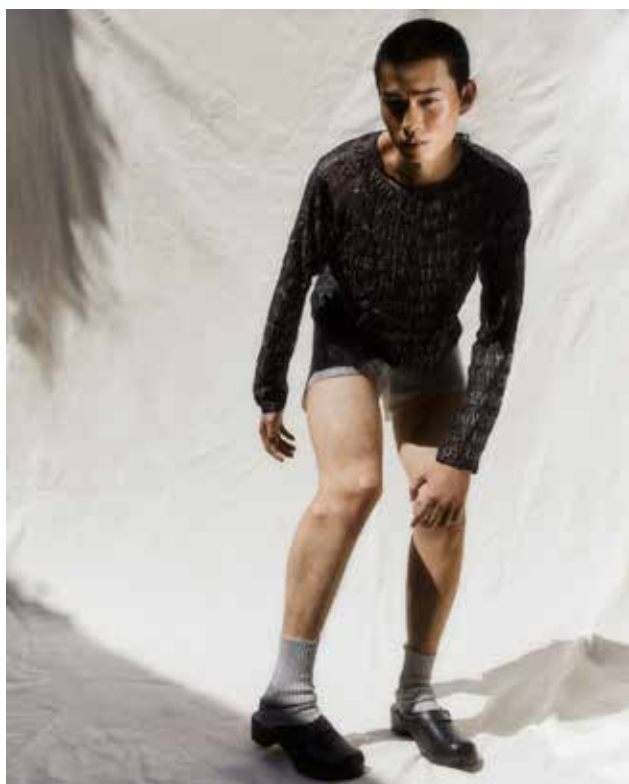
Sini Saavala and Lemarié  
Finland  
Womenswear



Antonia Schreiter  
and Ateliers de  
Verneuil-en-Halatte  
Germany  
Unisex



Lora Sonney and Goossens  
France  
Womenswear



Tim Suessbauer and Lesage  
Germany  
Menswear



Juha Vehmaanperä  
and Desrues  
Finland  
Menswear

## MERCEDES-BENZ SUSTAINABILITY PRIZE

A partner since 2012, Mercedes-Benz is delighted to continue building its longstanding partnership with Festival d'Hyères.

Following the inaugural award in 2021, the Mercedes-Benz Sustainability Prize marks the brand's ambition to drive responsible luxury forward. Launched together with the brand's partner Fashion Open Studio, the prize bolsters Mercedes-Benz' continued support of the next generation of international design talent at the festival.

Selected by the official Festival d'Hyères Fashion Jury, the finalist who best incorporates sustainable methods into the showcased collection, will be announced during the Festival d'Hyères Award Ceremony. The winning designer will be awarded a 20,000 euros grant by Mercedes-Benz.

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 outstanding and intuitive design, creativity and innovation since 1995.

## L'ATELIER DES MATIÈRES PRIZE

In 2022, L'Atelier des Matières becomes a partner of the International Festival of Fashion, Photography and Accessories in Hyères for its 37<sup>th</sup> edition.

The first ever L'Atelier des Matières prize will be awarded to one of the ten Fashion prize finalists for the creation of a silhouette made from materials provided by the atelier. The designs created by the ten finalists will be presented in two dedicated shows and in the festival showrooms.

A selection of fabrics and leathers worth 10,000€ from L'Atelier des Matières will be made available to the winner.

In competition for the ATELIER DES MATIÈRES PRIZE.



**Alix Habran Jensen**  
France-Denmark  
Womenswear



**Jenny Hytönen**  
Finland  
Unisex



**Valentin Lessner**  
Germany  
Menswear



**Alizée Loubet and  
Fernando Miró**  
Brazil  
Menswear

In competition for the ATELIER DES MATIÈRES PRIZE.



**Priss Niinikoski**  
Finland  
Womenswear



**Sini Saavala**  
Finland  
Womenswear



**Antonia Schreiter**  
Germany  
Unisex

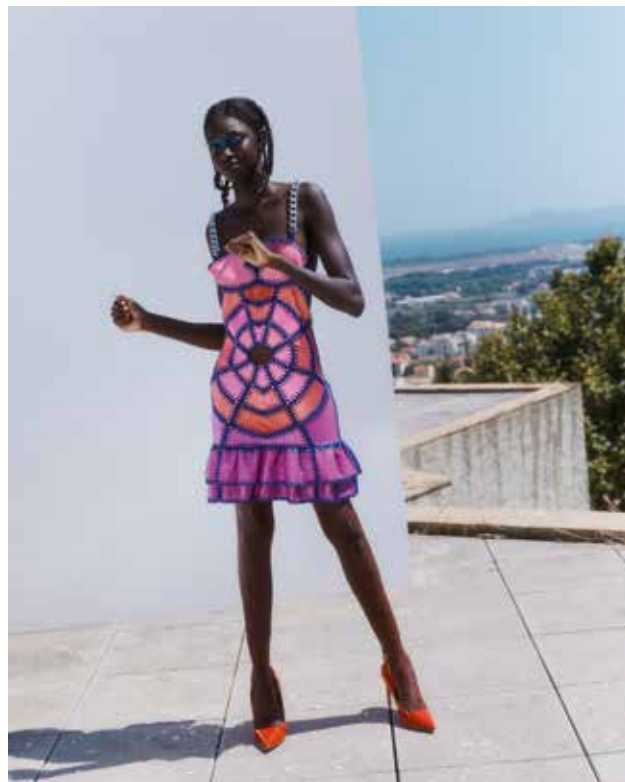


**Lora Sonney**  
France  
Womenswear

In competition for the ATELIER DES MATIÈRES PRIZE.



**Tim Suessbauer**  
Germany  
Menswear



**Juha Vehmaanperä**  
Finland  
Menswear

- [SUPIMA](#) as an official partner of the Hyères Festival, is supporting the finalists of the fashion competition with an endowment of SUPIMA fabric. The finalists using SUPIMA fabric will present their looks during the SUPIMA DESIGN LAB.
- [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.
- [Catwalkpictures.com](#) offers to all the award winners the pictures of their first fashion show in Paris.

# PHOTOGRAPHY COMPETITION

## FINALISTS

Axel Auréjac

France

Alex Avgud

Russia

Christopher Barraja

France

Clara Belleville

France

Adeline Care

France

Rala Choi

Korea

Chiron Duong

Vietnam

Emma June Roze

Belgium

Mathilda Olmi

Switzerland

Eleonora Strano

France / Italy

## JURY

Pierre Debusschere

Photographer, director - Brussels  
President of the jury and guest of honor

Matthieu Blazy

Creative director, Bottega Veneta

Rebecca Cuglietta

Studio manager, 254 Forest - Brussels

Carlijn Jacobs

Photographer - Paris

Alastair McKimm

Rédacteur en chef i-D magazine - New York

Pauline de Montferrand

Digital Creative director, Parfume & Beauty - Paris

Pieter Mulier

Creative director, maison Alaïa - Paris

Evelyn Simons

Curator, Horst Arts & Music - Brussels

Emma Charrin & Olivier Muller

Grand Prix of the Photography jury 2021 -  
Marseilles, Brussels

## Pierre Debusschere

### President of the photography jury

Soon after completing his studies, Belgian visual artist Pierre Debusschere was singled out by the fashion community as an important new voice in image making.

Debusschere's work is intensely layered with meaning and symbolism. The artist invites interpretation by deliberately cultivating tension. His practice is intimately entwined with the worlds of music and fine art and the work reveals his enduring fascination with movement and the human form.

His engagement with both personal work and commercial projects allows Debusschere to investigate these preoccupations and the themes of our time from diverse perspectives, bringing a richness and clarity of vision to the entire body of work. His instantly recognizable style makes him a leading figure of his generation in his field.

Debusschere's photographs have been featured in fashion



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publications including Vogue Italia, Vogue Germany, Exhibition Magazine, AnOther Magazine, Dazed & Confused, and Atmos. His advertising clients include Dior, Chanel, Givenchy, Louis Vuitton, Raf Simons, YSL, Comme des Garçons, Nike, Calvin Klein, Chaumet, and MAC. He created music videos for Beyoncé in 2020 and 2014 and for Alicia Keys in 2016 and works continually in the electronic music space.

In 2013, at the invitation of the Villa Noailles, Debusschere created a book, exhibition, and hour-long

film entitled "I Know Simply That The Sky Will Last Longer Than I". The film was exhibited in the Festival de Hyères (France).

Debusschere presented his second exhibition, UNcovered, at MAD in Brussels in 2018. The accompanying book was published by Triangle Books and the exhibition traveled to Bookmarc in Tokyo. Debusschere's latest exhibition, Spectrum, opened at The Room at 254Forest in September 2020.

The photography jury met in Paris at /e19M, on January 28<sup>th</sup>, 2022 in order to choose the 10 finalists of the competition.

**Commission  
of the festival on  
the finalists' series:**

**Stéven Coëffic**  
(Special Mention Design  
Parade Hyères 2022)  
Scenography of the  
American Vintage  
competition



**Axel Auréjac**  
France



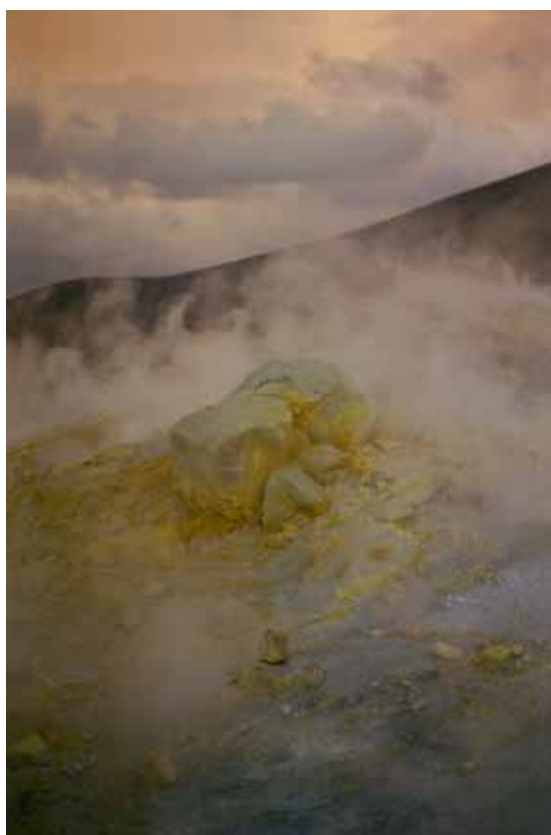
**Alex Avgud**  
Russia



Christopher Barraja  
France



Clara Belleville  
France



Adeline Care  
France



Rala Choi  
Korea



Chiron Duong  
Vietnam



Emma June Roze  
Belgium



Mathilda Olmi  
Switzerland



Eleonora Strano  
France / Italy

## GRAND PRIX OF THE PHOTOGRAPHY JURY

The House of CHANEL partners with the Grand Prix of the Photography jury to award a grant of 20,000 euros to the winner.

- Bottega Veneta has chosen to partner with the Festival de Hyères for the first time this year. With the Bottega Veneta grant, the House aims to support creativity in all its forms and will award the winner of the Photography Grand Prix the opportunity to collaborate on one of their campaigns.

- By becoming partners of the International Fashion and Photography Festival in Hyères, Kitten and Sheriff Projects affirm their support for emerging photographers. Their collective endowment will honor the winner of the Grand Prix du Jury Photographie with an exhibition of his or her work in a major venue dedicated to contemporary creation in Paris.

The exhibition will continue for a month at the Sheriff Gallery in the Marais in Paris.

The Art Lab of Sheriff Projects also supports the Festival by producing the prints of the ten finalists of the Grand Prix de la Photographie, as well as the prints of the works of the artist Pierre Debusschere, photographer, director, President of the jury and guest of honor of the Festival de Hyères.

## AMERICAN VINTAGE PHOTOGRAPHY PRIZE

For the sixth 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.*

PHOTOGRAPHY PRIZES

Finalists' series for the American Vintage Photography Prize.



Axel Auréjac  
France



Alex Avgud  
Russia



Christopher Barraja  
France



Clara Belleville  
France

Finalists' series for the American Vintage Photography Prize.



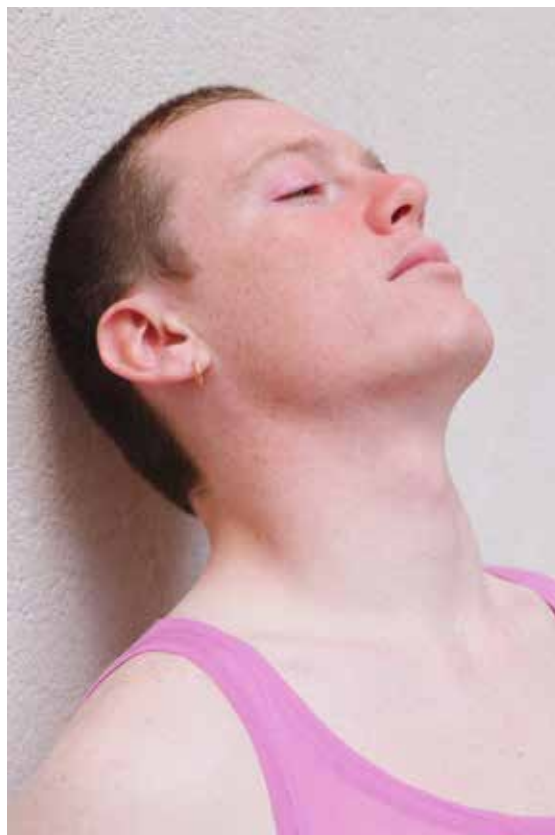
Adeline Care  
France



Rala Choi  
Korea



Chiron Duong  
Vietnam



Emma June Roze  
Belgium



**Mathilda Olmi**  
Switzerland



**Eleonora Strano**  
France / Italy

- **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.

## PHOTOGRAPHY GRANTS

# ACCESSORIES COMPETITION

## FINALISTS

### Mélissa Café

Switzerland  
Mixed, bags

### Joshua Cannone

France  
Menswear, bags

### Scylia Chevaux

France  
Mixed, leather goods, shoes and jewels

### Adèle Dentaletche

France  
Mixed, shoes

### Justine Gévas

France  
Womenswear, shoe accessories

### Louise Leï Wang

Switzerland  
Mixed, jewels

### Lee Le Prunennec

France  
Mixed, bags

### Lola Mossino & Indra Eudaric

France  
Womenswear, jewels

### Bérénice Noël

France  
Womenswear, jewels

### Lisa van Wersch

Germany  
Womenswear, bags

## JURY

### Aska Yamashita

Creative director, Atelier Montex embroidery - Paris  
President of the jury and guest of honor

### Mathieu Bassée

Creative director, Studio MTX - Paris

### Alexandre Blanc

Designer, founder of the brand Alexandre Blanc - Paris

### Eloi Chafaï

Designer, co-founder of Normal Studio - Montreuil

### Yasmine Eslami

Designer, creator of the brand Yasmine Eslami - Paris

### Émilie Hammen

Director of the CHANEL and le19M research chair on fashion savoir-faire, Institut Français de la Mode - Paris

### Gianpaolo Pagni

Artist - Paris

### Capucine Huguet

Grand Prix of the Fashion accessories jury 2021 - Paris

**Aska YAMASHITA**  
**Artistic Director of ATELIER MONTEX**  
**President of the fashion accessories jury**



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After completing a literary baccalaureate and training at art school in the 19<sup>th</sup> arrondissement in Paris, Aska Yamashita joined the MONTEX ateliers aged 19 and started her work there painting on Greek-inspired dresses for the House of Chloé, whose artistic director at the time was Karl Lagerfeld. It was at this precise moment that she realised how much interest - indeed passion - that this profession inspired in her.

Thanks to the precious support and advice of Annie Trussart, former Artistic Director of the

MONTEX ateliers, and their aesthetic complicity, Aska Yamashita learnt not only the craft of design and the essential techniques of embroidery, but also the ability to express her sense of artistry. Over the course of the collections, she climbed the ranks, becoming manager of the design atelier, then artistic coordinator, and finally Artistic Director of the MONTEX ateliers in September 2017.

The fashion accessories jury met in Paris at /e19M, on January 28<sup>th</sup>, 2022 in order to choose the 10 finalists of the competition.

### **Festival commissions on finalists' collections:**

#### **Nataniel N.M. Robert**

Photography and video art direction

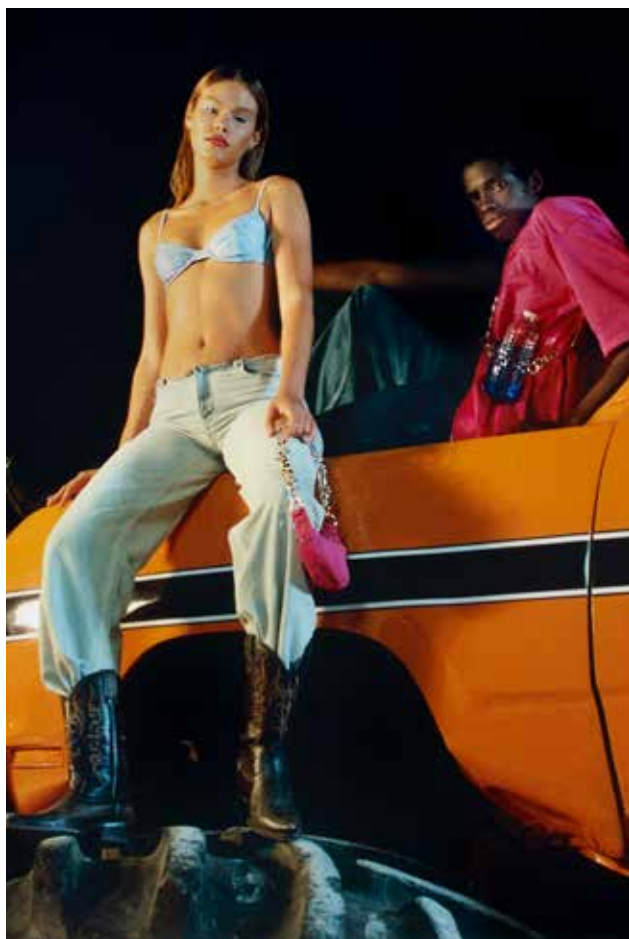
#### **Julia & Vincent**

Photographs and videos

#### **Marc-Antoine Biehler and Amaury Graveleine**

(Visual Merchandising Prize awarded by CHANEL, Design Parade Toulon 2021)

Scenography of the showroom exhibition at the villa Noailles.



**Mélissa Café**  
Switzerland  
Mixed, bags



**Joshua Cannone**  
France  
Menswear, bags



## Scylia Chevaux

France

Mixed, leather goods, shoes and jewels



## Adèle Dendaletche

France

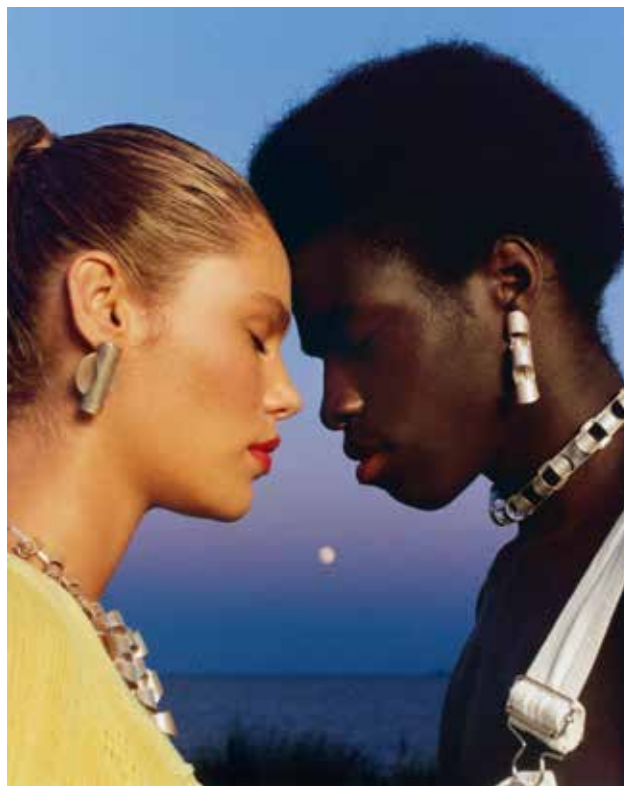
Mixed, shoes



## Justine Gévas

France

Womenswear, shoe accessories



## Louise Leï Wang

Switzerland

Mixed, jewels



**Lee Le Prunennec**

France  
Mixed, bags



**Lola Mossino & Indra Eudaric**

France  
Womenswear, jewels



**Bérénice Noël**

France  
Womenswear, jewels



**Lisa Van Wersch**

Germany  
Womenswear, bags

## GRAND PRIX OF THE ACCESSORIES JURY

The Grand Prix of the Fashion Accessories jury awards a collaborative project with the CHANEL Métiers d'art, worth up to 20,000 euros.

## THE HERMÈS ACCESSORIES PRIZE

For the third year, Hermès is renewing its partnership with the International Festival of Fashion, Photography and Accessories with the Hermès 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 Accessories Prize, which provides a grant of €20,000, will be awarded to one winner selected by the jury for the creation of a belt.

This follows previous years where the prize was awarded for the conception of a fashion accessory in 2020 and a glove in 2021.

### Festival commissions on finalists' collections:

#### Nataniel N.M. Robert

Photography and video  
art direction

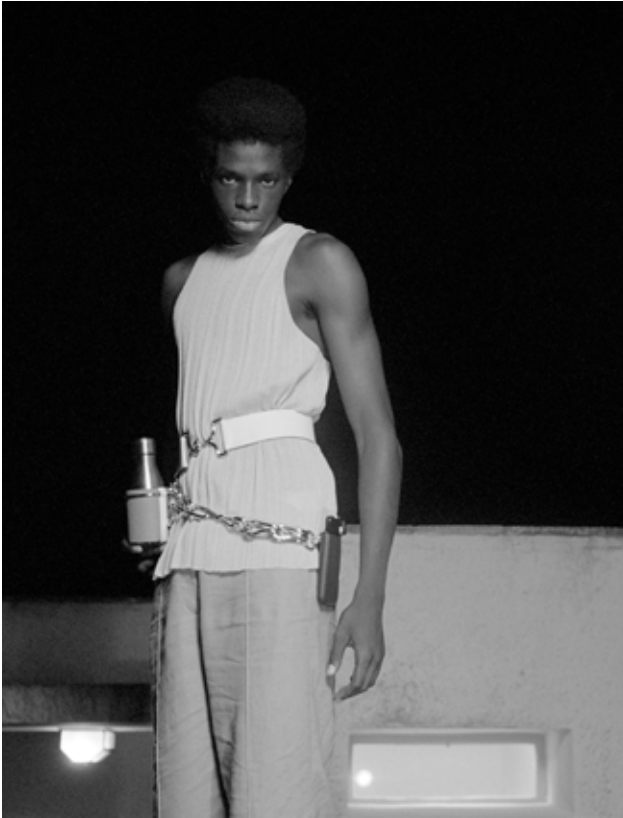
#### Julia & Vincent

Photographs and videos

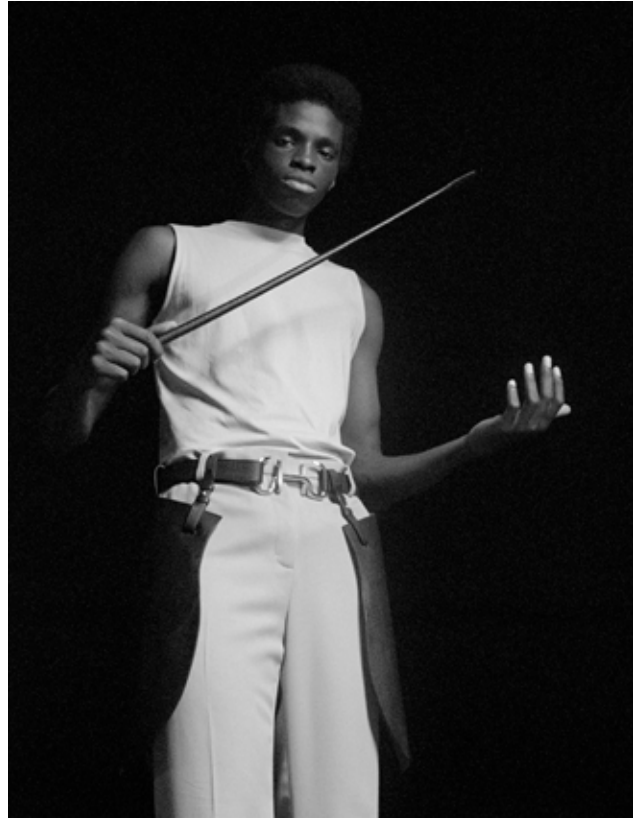
*Other special mentions  
could be awarded by the  
fashion accessories jury.*

ACCESSORIES PRIZES

Finalists' collaborations with Hermès.



Mélissa Café  
Switzerland



Joshua Cannone  
France



Scylia Chevaux  
France



Adèle Dendaletche  
France

Finalists' collaborations with Hermès.



Justine Gévas  
France



Lee Le Prunennec  
France



Louise Leï Wang  
Switzerland



Lola Mossino & Indra Eudaric  
France

Finalists' collaborations with Hermès.



Bérénice Noël  
France



Lisa Van Wersch  
Germany

The trophies of the winners of the Fashion, Photography and Accessories awards are made by Desrues.

Canvas: Victor Siret, commissioned by the villa Noailles, 2022



# EXHIBITIONS AND CULTURAL PROGRAM

## EXHIBITIONS

Glenn Martens  
President of the fashion  
jury and guest of honor

Pierre Debusschere,  
President of the  
photography jury  
and guest of honor

Aska Yamashita  
President of the  
accessories jury  
and guest of honor

Exhibition of the 2021  
winners, in collaboration  
with the Métiers d'art  
de CHANEL:

Ifeanyi Okwuadi,  
Grand Prize of the Jury  
Première Vision

Capucine Huguet,  
Grand Prize of the Jury  
Accessories

Rukpong Raimaturapong,  
19M Prize for the  
Métiers d'art de CHANEL

Marc-Antoine Biehler  
& Amaury Graveleine  
Scenography

Daragh Soden  
Photographs

Clément Courgeon  
Drawings

Emma Charrin  
et Olivier Muller,  
Grand Prix of the  
Photography Jury

Sergei Pavlov,  
American Vintage  
Photography Prize

Broderie lovers  
Delphine Dénéréaz,  
Manon Daviet,  
Xénia Laffely, Les Crafties,  
Thomas Pierre Jean,  
Amine Habki, Darius  
Dolatyari, Jacques Merle,  
Victor Siret

Sarah Makharine  
Endless Summer

Mathieu Selvatici  
Daily Things Journal

Delphine Dénéréaz,  
Guest artist of the year

Xavier Fenouil  
Drawing of the day

Maï Lucas  
Villa Magdala, Hyères

## Retrospective Glenn Martens

President of the fashion jury and guest of honor

*The pool room, villa Noailles*



Cover of The Perfect Magazine Issue 3

Photographer: Zhong Lin

Creative Director: Katie Eleanor Grand

Fashion Editor: Robbie Spencer

Talent : Nicole Kidman



Shot by Arnaud Lajeunie  
Artistic Direction by Glenn Martens  
Creative Direction by Florence Tétier  
Styling by Robbie Spencer  
Casting Direction by Anita Bitton  
Hair by Odile Gilbert  
Makeup by Inge Groggnard  
Show Design & Production by Back of The House



Shot by Daniele Mango  
Style by Robbie Spencer  
Casting by Anita Bitton  
Production by Back of The House  
Hair by Ramona Eschbach  
Make-up by Carole Colombani

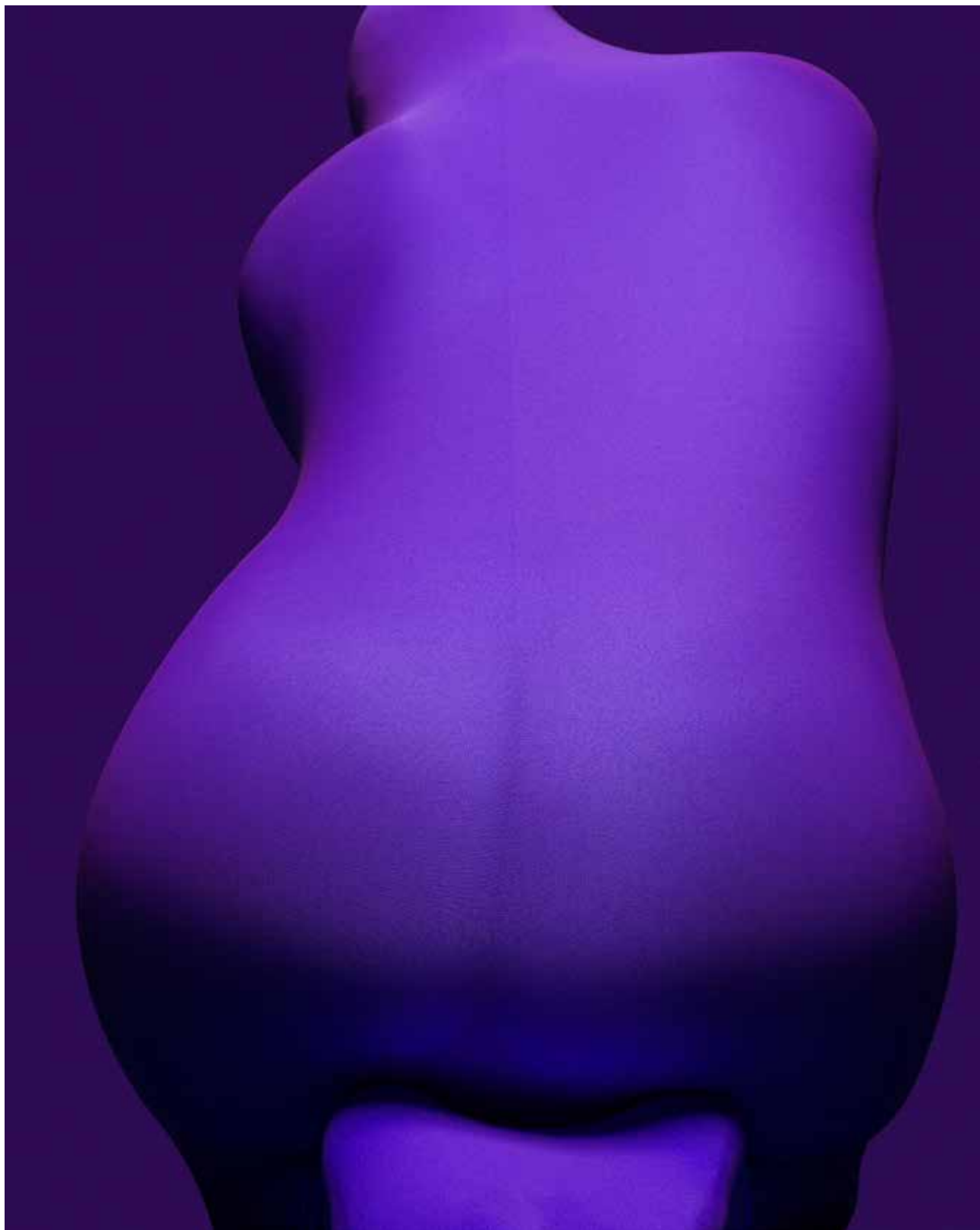
Spectrum  
Pierre Debusschere

President of the photography jury and guest of honor

*Squash room, villa Noailles*

Spectrum

© Pierre Debusschere





Spectrum  
© Pierre Debusschere



Spectrum  
© Pierre Debusschere



Spectrum  
© Pierre Debusschere

Broderythme  
Aska Yamashita

President of the accessories jury and guest of honor

*Gallery 2, villa Noailles*



Aska Yamashita -  
Montex studio.  
Photography:  
Alix Marnat



Aska Yamashita - Montex studio.  
Photography: Alix Marnat



Aska Yamashita - Montex studio.  
Photography: Alix Marnat



Aska Yamashita - Montex studio.  
Photography: Alix Marnat



Aska Yamashita - Montex studio.  
Photography: Alix Marnat

**The 2021 winners,**  
in collaboration with the Métiers d'art de CHANEL  
*Gymnase, villa Noailles*

**Ifeanyi Okwuadi**, Grand Prix of the jury Première Vision  
**Capucine Huguet**, Grand Prix of the Fashion Accessories Jury  
**Rukpong Raimaturapong**, the le19M des Métiers d'art de CHANEL Prize

Scenography: **Marc-Antoine Biehler & Amaury Graveleine**, Visual Merchandising Prize awarded by CHANEL, Design Parade 2021

Photographs: **Daragh Soden**, Grand Prix Photography of Hyères Festival 2017

Drawings: **Clément Courgeon**, Young Creation Prize – villa Noailles 2022



Ifeanyi Okwuadi



## Capucine Huguet



## Rukpong Raimaturapong



Nuée  
Emma Charrin et Olivier Muller  
Grand Prix of the Photography Jury  
*The pink living room, villa Noailles*



*Le chien bleu – Des Rives,*  
Emma Charrin and Olivier Muller

Sea Songs  
Sergei Pavlov

American Vintage Photography Prize 2021

*Gallery 3, villa Noailles*



## Objets modernes

The design collection of Charles and Marie-Laure de Noailles

*Initial building, Villa Noailles*

Artistic commissions to Anne-Marie Amaudric, Gérard Amaudric, Olivier Amsellem, Jean Bosphore, Martine Bourletsis, Marie Capesius, Antoine Carbonne, Charly de Costebelle, Clément Courgeon, Manon Daviet, Delphine Dénéréaz, Pierre Dumaire, Xavier Fenouil, Florent Groc, Cécile Guettier, Sébastien Macher, Jules Magistry, Sylvie Mazalon, Jacques Merle, Adrien Pelletier, Marc Turlan

Scenography and decorative arts set: Emmanuelle Luciani, Southway Studio

with the support of CHANEL, main sponsor of the historical exhibition Charles and Marie-Laure de Noailles



Photographs: Luc Bertrand



## Broderie lovers

*The long stairway, villa Noailles*

Artistic commissions to Delphine Dénéréaz, Manon Daviet, Xénia Laffely, Les Crafties, Thomas Pierre Jean, Amine Habki, Darius Dolatyari, Jacques Merle, Victor Siret

With the support of Supima



Darius Dolatyari,  
*Portrait of lovers*



Amine Habki



Delphine Dénéreaz



Manon Daviet, *Le linge*



Thomas Pierre Jean,  
*Preparatory drawing*



les crafties, *le Dressing*



(vampire) Pink Blood, 2021,  
Assemblage de satin et velours,  
imprimés et brodés, 43 x 60 cm  
Photo: Myriam Ziehli

Endless Summer  
Sarah Makharine

Photographic commission from the Villa Noailles,  
portraits of the artists invited to the 37<sup>th</sup> Festival of Hyères  
*The long stairway, villa Noailles*



Maraboutage © Sarah Makharine



Wonsembe © Sarah Makharine



Nick Coutsier © Sarah Makharine



Simon Johannin © Sarah Makharine

Daily Things Journal

Mathieu Selvatci

Grand Prix of the Photography Jury

*The pink living room, villa Noailles*

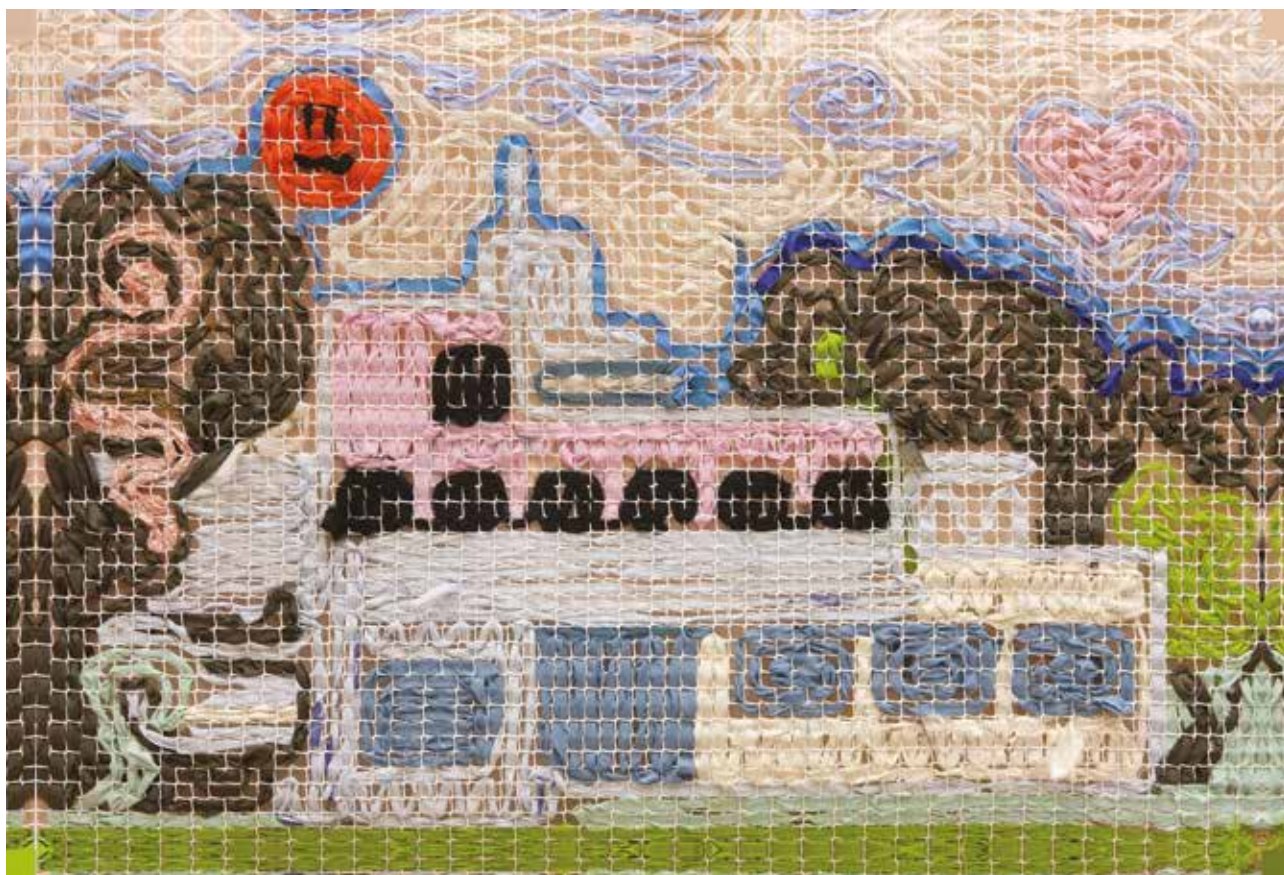
# DAILY THINGS 1

a collection of scenes from everyday life

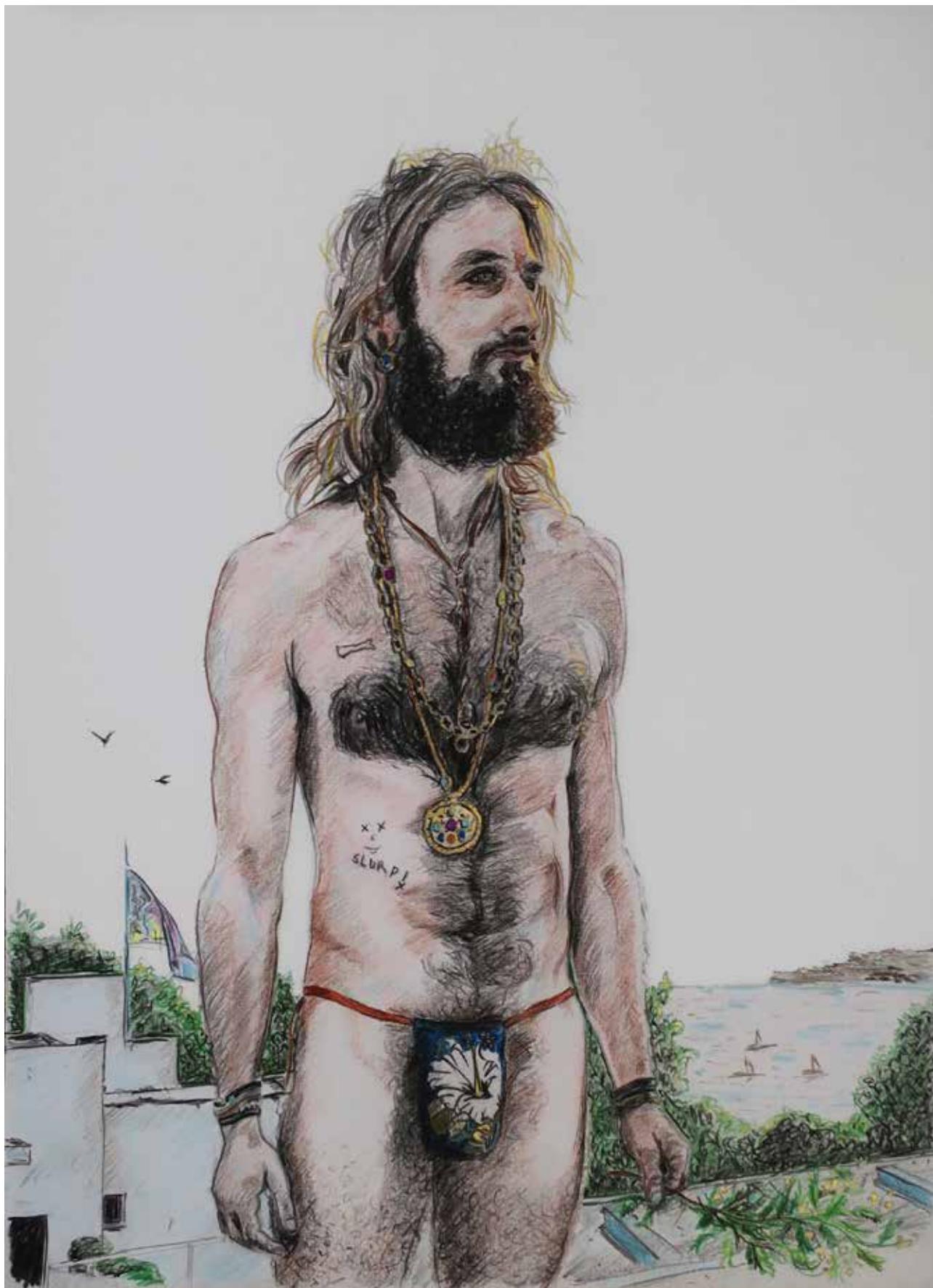
by Allyssa HEUZE, Sarah STEDEFORD, Antoine HARINTHE,  
Jean-Marie BINET, Thomas CRISTIANI, Annie POWERS



Delphine Dénéréaz  
Guest artist of the year



Drawing of the day  
Xavier Fenouil



## Solitudes Maï Lucas

exhibition outdoor in partnership with the villa Magdala

Villa Magdala, Hyères



Vernissage samedi 15 octobre 2022 à 17h à la Villa Magdala  
Exposition 14.10.2022 > 13.11.2022

*Vous pouvez désormais confirmer et vous inscrire à l'adresse [contact@villamagdala.fr](mailto:contact@villamagdala.fr)*

*L'équipe de la Villa Magdala vous attend au cours du wee-kend d'ouverture de l'exposition à l'occasion du 37ème Festival international de mode, de photographie et d'accessoires, à Hyères en partenariat avec la Villa Noailles.*

*> Horaires exceptionnels de visite  
les 14, 15 et 16 octobre de 11h à 19h et vernissage le 15 octobre à partir de 17h en présence de l'artiste*

# CULTURAL PROGRAM

Musical creation on the occasion of the centenary of the Villa Noailles

## « Ressusciter la rose »

A musical tribute to the life, work and memory of Marie-Laure and Charles de Noailles, based on an original idea by Jean-Pierre Blanc.

Musical proposal in three acts by **Vincent Huguet**, stage direction **Raphaël Lucas**, composition **Simon Johannin**, libretto

Cast

Marie-Laure de Noailles:  
**Jeanne Gérard** et **Camelia Jordana**  
Charles de Noailles:  
**Bastien Rimondi**

with the participation of **Wonsembe**  
Vivien Dumoutiers, Rémi Girard,  
Akuma Zenati et Daniel Dorel Suciu,  
dance and acrobatics

and **Pauline Cheviller**  
for a reading of poems  
by Marie-Laure de Noailles

**Patrick Bouchain**, scenography  
**Jacques Merle**, drawings and costumes  
**Manon Daviet**, set design

Production: villa Noailles,  
in partnership with the Toulon Provence  
Méditerranée Opera  
With the generous support  
of Aline Foriel-Destezet

## Performances

Nick Coutsier  
Pierre Eon  
Dovydas Strimaitis,  
Hanna-May Porlon  
et Lucrezia Nardone

## Performances - Dj set

La Famille Maraboutage  
Maryam Kaba, Le lion, Scrap coco,  
Crevette coups-de-poing, Danny Dino,  
Sun, Mahelys, MK, Scorpio queen, Toopiti

## Workshops

Claire Iseppi  
Atelier Montex  
American Vintage

Documentary film by Karim Zeriahen  
on Marie-Laure de Noailles  
« **La grâce, le mérite et la liberté** »

## Book signing

Simon Johannin  
Jean Pascal Hesse  
Paul Rousteau  
Céline Cabourg  
et Mathilde Berthier  
Didier Lestrade  
Dominique Nabokov  
Maï Lucas  
Parvis, villa Noailles

21<sup>st</sup> « **Rencontres Internationales  
de La Mode** » organized by  
the **Fédération de la Haute Couture  
et de la Mode**, with the support of **DEFI**  
Tent pine forest, villa Noailles

# PRESS PROGRAM

*Provisional program subject to change, more information to come.  
in pink: reserved to the press and the professionals.*

## Thursday 13 October

3pm Press visit

Visit of the exhibitions with commentary  
by the invited artists  
villa Noailles

3pm - 4.30pm

embroidery with Atelier Montex, The  
Métiers d'art de CHANEL, Sautoir

**4.30 pm Official opening ceremony  
of the 37<sup>th</sup> International festival  
of Fashion, Photography  
and Accessories - Hyères**

**Dj set**

**Speeches**

**Concert**

**Cocktail**

**Opening of the exhibitions to the  
public**

**Closing at 9pm**

## Friday 14<sup>th</sup> October

9.30am - 1.30pm Presentations  
to the juries.

The finalists of the fashion, photography  
and accessories competitions present  
their work to the juries.

**10am - 8pm Opening of the exhibitions  
Villa Noailles and the Annexe,  
26 rue de Verdun**

**Workshops**

**2pm - 7pm Embroidery with Atelier  
Montex, The Métiers d'art de CHANEL,  
Sautoir**

**Flower and plant jewellery creation  
workshops with Claire Iseppi,  
Chambre de plein air**

**Clothing customisation workshops  
with American Vintage  
Patio Galerie 3  
villa Noailles**

**4pm 'Hairy', performance, Dovydas  
Strimaitis, Hanna-May Porlon  
and Lucrezia Nardone  
Jardin suspendu  
villa Noailles**

5pm Masterclass by Glenn Martens,  
president of the fashion jury and guest  
of honor  
Tent pine forest, villa Noailles

6pm Masterclass by Pierre  
Debusschere, president of the  
photography jury and guest of honor  
and Jessica Daly  
Tent pine forest, villa Noailles

Film screening  
villa Noailles

8pm Fashion shows\*

- Films of the 10 accessory designers  
in competition for the Grand Jury Prize,  
directed by Julia & Vincent under  
the direction of Nataniel N.M. Robert

- Fashion shows of the designers competing for the Première Vision Grand Jury Prize, for the *le19M* Prize, for the Atelier des Matières Prize and for the Mercedes-Benz Sustainability Prize

Each show is preceded by a film presenting the finalist's collection, directed by Akim Laouar under the direction of Mathieu Selvatici

- Ifeanyi Okwuadi fashion show, Grand Prix of the Première Vision 2021 jury, with the support of the Métiers d'art de CHANEL

\*On registration, limited number of places Hangar de la Mouture, Salin des Pesquiers

### Saturday 15<sup>th</sup> October

**10am - 8pm Opening of the exhibitions to the public villa Noailles and the Annexe, 26 rue de Verdun**

#### Workshops

**10am - 7pm Embroidery with Atelier Montex, The Métiers d'art de CHANEL, Sautoir**

**Flower and plant jewellery creation workshops with Claire Iseppi, Chambre de plein air**

**Clothing customisation workshops with American Vintage  
Patio Galerie 3  
villa Noailles**

**10h – 16h Showrooms  
The shortlisted présenté par Mercedes-Benz, finalistes du concours mode villa Noailles**

10:30am, 2pm and 4pm  
21<sup>st</sup> «Rencontres Internationales de La Mode» organized by the Fédération de la Haute Couture et de la Mode, with the support of DEFI

Tent pine forest, villa Noailles

**11am Performance by Nick Coutsier  
«EXULTE»  
Pigeonnier, villa Noailles**

**Performance by Pierre Eon  
«Premier tour », Villa Magdala**

**2pm  
Workshop sustainability pour les finalistes Mode et Accessoires organisé par KERING  
villa Noailles**

**3:30 pm Book signing  
By the guest artists of the festival  
Simon Johannin  
Jean Pascal Hesse  
Paul Rousteau  
Céline Cabourg  
et Mathilde Berthier  
Didier Lestrade  
Dominique Nabokov  
Maï Lucas  
villa Noailles**

**4pm Performance by Nick Coutsier  
«EXULTE»  
Pigeonnier, villa Noailles**

5.30 pm Masterclass AskYamashitaa, president of the accessories jury and guest of honor  
Tent pine forest, villa Noailles

**7pm Opening of the exhibition Daily Things Journals  
L'Annexe, 26 rue de Verdun**

8pm Fashion shows\*

- Films of the 10 accessory designers in competition for the Grand Jury Prize, directed by Julia & Vincent under the direction of Nataniel N.M. Robert

- Fashion shows of the designers competing for the Première Vision Grand Jury Prize, for the *le19M* Prize, for the Atelier des Matières Prize and for the Mercedes-Benz Sustainability Prize  
Each show is preceded by a film

presenting the finalist's collection,  
directed by Akim Laouar under  
the direction of Mathieu Selvatici

- Ifeanyi Okwuadi fashion show, Grand  
Prix of the Première Vision 2021 Jury,  
with the support of the Métiers d'art  
de CHANEL

\*On registration, number of places  
limited Hangar de la Mouture,  
Salin des Pesquiers

### Sunday 16<sup>th</sup> October

**10am - 8pm Opening of  
the exhibitions villa Noailles  
and the Annexe,  
26 rue de Verdun**

#### **Workshops**

**11am - 2pm  
Embroidery with Atelier Montex, The  
Métiers d'art de CHANEL, Sautoir**

**Flower and plant jewellery creation  
workshops with Claire Iseppi,  
Chambre de plein air**

**Clothing customisation workshops  
with American Vintage  
Patio Galerie 3  
villa Noailles**

**10am - 2pm Showrooms  
The shortlisted presented by  
Mercedes-Benz, finalists of the villa  
Noailles fashion competition**

**Performance by Pierre Eon  
« Premier tour »**

**2.30 pm Prize-giving ceremony  
of the 37<sup>th</sup> International Fashion,  
Photography and Accessories Festival  
- Hyères, in the presence of the  
finalists and members of the jury  
villa Noailles**

**4pm Closing concert  
« Ressusciter la rose »,**

**a musical tribute to the life,  
work and memory of Marie-Laure  
and Charles de Noailles.  
First unpublished extract.  
villa Noailles**

**16h30  
Cocktail de clôture  
with the support of SUPIMA  
villa Noailles**

### Monday 17<sup>th</sup> October

**10am - 6pm Exceptional opening  
of the exhibitions  
villa Noailles and the Annexe,  
26 rue de Verdun**

### Tuesday 18<sup>th</sup> October

**Closed**

### Wednesday 19 October to Sunday 27 November

**Open from Wednesday to Sunday  
from 1pm to 6pm.  
Closed on Monday, Tuesday  
and public holidays.  
Free admission  
villa Noailles and the Annexe,  
26 rue de Verdun**

## Major Institutional Partners

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## Major Partners

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CHANEL *le19M*

## Main Partners

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## Festival's Partners

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## Year-round Partners

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## Media partners

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# FESTIVAL PARTNERS

## CHANEL AND THE 37<sup>th</sup> INTERNATIONAL FESTIVAL OF FASHION, PHOTOGRAPHY AND ACCESSORIES - HYÈRES

As a Grand partner of the International Festival of Fashion, Photography and 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 37<sup>th</sup> edition to be held from 13<sup>th</sup> to 16<sup>th</sup> October 2022. For the third 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 five different countries and selected by the jury chaired by Glenn Martens - 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.

The Grand Prix of the Fashion Jury and the Grand Prix of the 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 2023, during the next

edition of the festival.

This year, the public will be able to discover the work of the three 2021 winners: Rukpong Raimaturapong (winner of the le19M CHANEL Métiers d'art Prize), Capucine Huguet (winner of the Grand Prix of the Fashion Accessories Jury) and Ifeanyi Okwuadi (winner of the Grand Prix of the Fashion Jury Première Vision) 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.

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

The House is the official partner of the make-up booth for the festival's runway shows.

## le19M AND THE 37<sup>TH</sup> INTERNATIONAL FESTIVAL OF FASHION, PHOTOGRAPHY AND ACCESSORIES IN HYÈRES

For the third 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 awards 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 2023, at the 38<sup>th</sup> edition of the festival.

This year, the creations of Rukpong Raimaturapong, winner of the le19M CHANEL Métiers d'art prize in 2021, will be given pride of place alongside those by the winners of the Grand Prix of the Fashion Jury, Ifeanyi Okwuadi, and the Grand Prix of the Fashion Accessories Jury, Capucine Huguet.

le19M will also present Broderythme, Aska Yamashita's exhibition, creative director of Atelier Montex and President of the fashion accessories jury.

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 Accessories in Hyères for the 22<sup>nd</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 gathering players in the creative fashion industry at its biannual shows, held in February and July, around a select offering of innovative materials and exclusive services.

Each season at its shows, but also throughout the year thanks to its marketplace, Première Vision Paris is a catalyst for new business relationships and reinforces the creative synergies between brands, fashion designers, and the industry's most innovative international companies, including spinners, fiber producers, weavers, tanners, designers, producers of accessories and components, and manufacturers.

Première Vision Paris is not only a business event; it is also an exceptional source of inspiration which, through several dedicated spaces, delivers detailed and forward-looking information, providing a comprehensive overview of the season's trends and styles through a selection of star products.

Première Vision is fully committed to the industry's move towards eco-responsibility, supporting professionals with these changes through informative content and its Smart Creation platform, a space showcasing eco-design, technical innovations and sustainable solutions.

The partnership with the International Festival of Fashion, Photography and Accessories, since 2011, reflects Première Vision's goals to support creation and promote know-how.

## HERMÈS

Since 1837, Hermès has remained faithful to its artisan model and its humanist values. The freedom to create, the spirit of innovation, 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 which encompasses 16 métiers, Hermès is dedicated to keeping the majority of its production in France through its 52 workshops and production sites and to developing its network more than 300 stores in 45 countries. The group employs more than 18,400 people worldwide, including more than 11,500 in France, among whom more than 6,000 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<sup>th</sup> June 2022

## 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 Accessories, Hyères. For the Festival's 37<sup>th</sup> edition, Mercedes-Benz once again partnered with Fashion Open Studio and 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 partnerships, and live events. The brand is currently active in many key locations around the world, including the Mercedes-Benz Fashion Weeks 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 37<sup>th</sup> International Festival of Fashion, Photography and Accessories, Hyères for the tenth time.

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

Follow @MercedesBenz

#MercedesBenzFashion

#MercedesBenzFashionTalents

## L'ATELIER DES MATIÈRES

Created in 2019 and based in the Oise region, L'Atelier des Matières aims to rehabilitate unused materials and unsold finished products from the fashion and luxury sectors. Based on a fully inclusive model, the atelier has been developed around a triple *raison d'être*, that is economic, social and environmental. The process implemented by L'Atelier des Matières revolves around «deconstructing» the products before sorting out the composite materials. In a virtuous circle, L'Atelier des Matières not only offers its clients the chance to rehabilitate a maximum of products, but also to help them improve their production techniques along the way: thanks to the rehabilitation process, it is now easier to identify the materials that allow for the most sustainable methods of manufacturing possible.

## FEDERATION FRANÇAISE 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

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.

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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 10<sup>th</sup> 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 Accessories since 2017, American Vintage will once again sponsor the 2022 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)

## GALERIES LAFAYETTE

Partner of the villa Noailles since 2007, the Galeries Lafayette group supports the 37<sup>th</sup> International Festival of Fashion, Photography and Accessories in Hyères. From its very beginnings, the Group has made its responsibility to arouse emotion and make culture more accessible through its stores. By embracing the long-lasting vision of its founders, the Group is convinced that the pulse of society is taken at the wrist of its artists. The Group is pleased to share its commitment to creation with villa Noailles, which brings together fashion professionals and young talents in a unique and multidisciplinary festival. In 2022 Galeries Lafayette is proud and honoured to strengthen its support by sponsoring the “Première Vision” top jury award for the first time.

The prize winner will be invited by Galeries Lafayette to create a capsule collection that embodies the department store's values of inclusivity and diversity in the fashion world. Through this collaboration, Galeries Lafayette is reiterating its long-standing commitment to promoting young designers by offering them the resources to produce and market their creations as widely as possible.

### About Galeries Lafayette

Leading department store in France and famous all around the world, Galeries Lafayette has been the undisputed expert in fashion and events for the past 130 years, striving to make each visit a unique experience, by offering French and international clients a constantly renewed selection of the best brands, ranging from the affordable to premium and luxury. Present in the fashion, accessory, beauty, interior decoration, fine foods and catering sectors, the brand is celebrated for its 67 store network in France and abroad, and its e-commerce website [galerieslafayette.com](https://www.galerieslafayette.com).

More information on [galerieslafayette.com](https://www.galerieslafayette.com), Facebook and Instagram (@galerieslafayette)

## LA CONFEDERATION EUROPEENNE DU LIN ET DU CHANVRE | CELC

The Federating Authority for the Linen Industry in the World Western Europe is the world leader of flax fiber production: France, Belgium and The Netherlands account for 80 % of world production! As the only European agro-industrial organization federating all the stages of production and transformation for flax/linen - 10 000 European companies in 14 countries -, CELC leads this industry of excellence in a globalized context. This mission relies on the innovative and environmental values of these natural fibers, guaranteed by traceability labels EUROPEAN FLAX® and MASTERS OF LINEN®, and promoted to trade and consumer through a promotional campaign.

## SHERIFF PROJECTS

Operating as a Creative Tech Production House, Sheriff Projects provides services such as Digital Capture, Post Production, Fine Art services, Gallery, studio set-up Consulting, E-commerce Production, Studios rental and groundbreaking innovative technologies in order to help established and emerging brands to produce content with the highest standards in the Fashion, Beauty and Luxury industries

## KITTEN

Kitten is an agency specializing in the production and creation of content for the luxury, fashion and beauty industries. Kitten is present in Paris, Valencia and Milan.

