

CLOS SAINT-BERNARD

DIT

villa Noailles

HYÈRES

38<sup>E</sup>  
FESTIVAL  
INTERNATIONAL  
DE MODE,

DE PHOTO  
GRAPHIE,  
ET D'ACCÈS  
SOIRES

HYÈRES  
12—15.10.2023

PRESS RELEASE

EXPOSITIONS  
JUSQU'AU

14.01.2024

# villa Noailles

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Founder, general director

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**Maida Gregory-Boina**  
Direction artistique

**MBL Architectes, Sébastien Martinez Barat,  
Benjamin Lafore, Nicolas Boulben**  
Création du décor des défilés, inspiré par le boudoir de Marie Laure de Noailles par Pierre Barbe

## PRODUCTION DES DÉFILÉS

**Jenny Pretschker**  
Directrice de production

**Pierre Biton**  
Conception et direction lumière

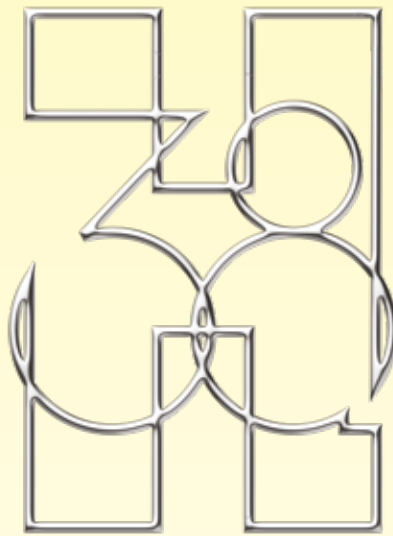
**Frédéric Sanchez**  
Illustration sonore

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# 38<sup>E</sup> FESTIVAL INTERNATIONAL DE MODE, DE PHOTOGRAPHIE, ET ACCESSOIRES, HYÈRES 12—15 OCT. 2023 EXPOSITIONS JUSQU'AU 14 JAN.



The 38<sup>th</sup> edition of the International festival of fashion, photography and accessories - Hyères, will take place between Thursday 12<sup>th</sup> and Sunday 15<sup>th</sup> October 2023 at the villa Noailles. The exhibitions will be open to the public until January 2024. 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 designers, since 1997 a competition has also existed for emerging photographers and this year, since 2016, a competition also recognises 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 2023, 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, Sheriff Projects, Kitten, Alliance For European Flax-Linen & Hemp...

# 3 COMPETITIONS

## **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**

THE 7L PHOTOGRAPHY GRAND JURY PRIZE

AMERICAN VINTAGE PHOTOGRAPHY PRIZE



## **ACCESSORIES COMPETITION PRIZES**

GRAND PRIX OF THE ACCESSORIES JURY

THE HERMÈS FASHION ACCESSORIES PRIZE

# N&W PHOTOGRAPHY PRIZE

## THE 7L PHOTOGRAPHY GRAND JURY PRIZE

From the 2023 edition, the Photography Grand Jury Prize becomes the 7L Photography Grand Jury Prize.

The 7L bookshop was founded in 1999 by Karl Lagerfeld in Paris. 7L stands for 7, rue de Lille, in the 7<sup>th</sup> arrondissement of Paris, but also for Karl Lagerfeld's favorite number.

"I love this place so much that it is part of me" said the great bibliophile couturier, an insatiable seeker of beauty and knowledge.

7L celebrates its founder's unconditional love for books and photography. It brings together a bookshop dedicated to works in the field of visual arts, a cultural place inspired by his personal library present in his former photo studio, as well as the Éditions 7L publishing house.

7L will support the winner of the Grand Jury Prize on:

- the production of a book published by Éditions 7L
- the creation of a book launch event with the production of an exhibition.

# N&W FASHION GRANT

## **STERLING INTERNATIONAL**

Sterling International is a “boutique” executive search firm specialized in the Fashion, Retail and Luxury sectors, founded by Michael Boroian in 2001. Sterling is considered as a reference point in recruitment due to their dedication to ethical and quality standards, with Clients and Candidates being counseled by a passionate Team of professionals based in the Sterling offices in Brussels, Paris, Milan and New York. In addition to recruiting and assessing the executive level Talents, since its inception Sterling made the strategic choice to set up a separate but fully integrated Creative Pole, a specific business practice dedicated to recruitments for Creative, Design, Image and Merchant roles.

Sterling International partners with the Hyeres Festival to coach the Fashion Competition Finalists prior to the Festival with a follow-up meeting after the event and will grant the Grand Prix of the jury Première Vision Winner with a 1-year mentorship to advise and counsel the Talent for career pathing.



COMPETITION  
10 FASHION  
DESIGNERS

# FASHION COMPETITION

## JURY

**Charles de Vilmorin**

President of the fashion jury,  
fashion designer, Charles de Vilmorin

**Hubert Barrère**

Artistic director of Lesage House

**Daphné Bürki**

Presenter, actress, stylist

**Pierre de Maere**

Singer, songwriter

**Babeth Djian**

Founder and editorial director  
of Numéro Magazine

**Flora Fishbach**

Singer, songwriter

**Sophie Fontanel**

Fashion critic and author

**Antoine Gagey**

Managing Director of the house Jean-Paul  
Gaultier

**Bilal Hassani**

Artist, author, composer, performer

**Alice Moitié**

Photographer, director

**Jenny Hytönen**

Grand Prix of the jury Premiere Vision 2022

## FINALISTS

**Tiago Bessa**

Portugal

**Alec Bizby**

United Kingdom

**Fengyuan Dai**

France

**Igor Dieryck**

Belgium

**Petra Fagerstrom**

Sweden

**Leevi Ikäheimo**

Finland

**Jung Eun Lee**

South Korea

**Norman Mabire-Larguier**

France

**Bo Kwon Min**

South Korea

**Marc Sanz Pey**

Spain



# CHARLES DE VILMORIN

*President of the fashion jury*



Charles de Vilmorin,  
April 2021, Simone Barbisoni courtesy of H&MCO

Charles de Vilmorin graduated from La Chambre Syndicale de la Couture Parisienne in July 2019.

The first collection from his eponymous label, an ode to love and tolerance, was presented the following year in April 2020 during the global lockdown. The patchworked puffer jackets of his first collection evoked Niki de Saint Phalle's iconic Nanas. The debut collection received widespread acclaim and propelled Charles de Vilmorin onto the global fashion scene.

Since then, Charles de Vilmorin's instinctive and spontaneous approach to design, coupled with his eye for colour, have allowed him to create a unique wardrobe where emotion flows freely.

Jean Paul Gaultier sponsored the young designer's guest appearance on the Paris haute couture calendar.

Charles de Vilmorin was appointed creative director of Rochas in February 2021. Spring Summer 2022 was Charles de Vilmorin's first collection for the Maison.

The fashion jury met at MAD, the Musée des Arts Décoratifs in Paris on January 25, 2023 to select the ten finalists.

Their collections will be presented at fashion shows open to the public and professionals and professionals, under the coordination artistic direction of Maida Grégory- Boina.

The collections will also be shown in a showroom during the festival

## Commandes du festival sur les collections des finalistes :

**Marie Rime**

Photographs

**Sébastien Macher**

Vidéos

**Sébastien Martinez- Barat & Benjamin Lafore,**

**MBL architectes**

Décor des défilés

**Paul Bonlarron**

(Lauréat du prix Mobilier National 2022)

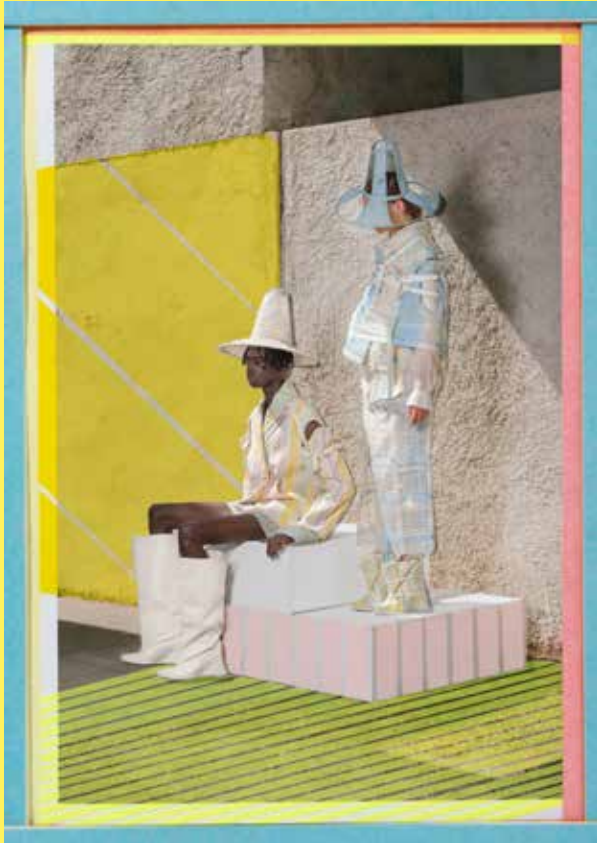
Scénographie des showrooms



**Tiago Bessa** *Portugal*



**Alec Bizby** *United Kingdom*



**Fengyuan Dai** *France*



**Igor Dieryck** *Belgium*



**Petra Fagerstrom** *Sweden*



**Leevi Ikäheimo** *Finland*



**Jung Eun Lee** *South Korea*



**Norman Mabire-Larguier** *France*



**Bo Kwon Min** *South Korea*



**Marc Sanz Pey** *Spain*

# FASHION PRIZES

## GRAND PRIX OF THE JURY PREMIÈRE VISION

A Festival partner since 2011, Première Vision is sponsoring the Grand Prix of the Jury for the 11<sup>th</sup> consecutive year supporting the finalists in their collection development and production.

The Grand Prix of the jury Première Vision consists of:

- a grant of 20,000 euros offered by Première Vision and a high level of visibility during a Première Vision Paris event.
- a collaborative project with the 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 Alliance for European Flax-Linen & Hemp 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 of the Jury Première Vision to create a capsule collection.
- Madame Figaro, media partner, will offer visibility and an editorial to the Grand Prix of the Jury's Première Vision Jury's Grand Prize winner.
- Sterling International will grant the Grand Prize of the jury Première Vision Winner with a 1-year mentorship to advise and counsel the Talent for career pathing.



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

# FASHION PRIZES

## THE *le19M* 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 of the Fashion prize and ten of the Houses belonging to the 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 39<sup>th</sup> edition of the festival.

The name of this prize changed up in 2020 to become the *le19M* Métiers d'art Prize, echoing the opening of a new site between Paris and Aubervilliers, gathering 11 Maisons d'art and the open to all space *la Galerie du 19M*, promoting the fashion and decoration Métiers d'art for all publics.

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:

Tiago Bessa and DESRUES

Alec Bizby  
and ATELIERS DE VERNEUIL-EN-HALATTE

Fengyuan Dai and CAUSSE

Igor Dieryck and LEMARIÉ

Petra Fagerstrom and LESAGE

Leevi Ikäheimo and MAISON MICHEL

Jung Eun Lee and GOOSSENS

Norman Mabire-Larguier and LOGNON

Bo Kwon Min and PALOMA

Marc Sanz Pey and MONTEX

IN COMPETITION FOR THE LE19M MÉTIERS D'ART PRIZE



**Tiago Bessa** *Portugal*  
et **DESRUES**



**Alec Bizby** *United Kingdom*  
et **ATELIERS DE VERNEUIL-EN-  
HALATTE**

IN COMPETITION FOR THE LE19M MÉTIERS D'ART PRIZE



Fengyuan Dai *France* et CAUSSE



Igor Dieryck *Belgium* et LEMARIÉ



Petra Fagerstrom *Sweden*  
et LESAGE



Leevi Ikäheimo *Finland*  
et MAISON MICHEL



IN COMPETITION FOR THE LE19M MÉTIERS D'ART PRIZE



**Jung Eun Lee** *South Korea*  
et **GOOSSENS**



**Norman Mabire-Larguier** *France*  
et **LOGNON**



**Bo Kwon Min** *South Korea*  
et **PALOMA**



**Marc Sanz Pey** *Spain* et **MONTEX**

# FASHION PRIZES

## **MERCEDES-BENZ SUSTAINABILITY PRIZE**

A partner since 2012, Mercedes-Benz is proud to continue supporting the next generation of creative leaders. Launched in 2021, the Mercedes-Benz Sustainability Prize marks the brand's ambition to drive responsible luxury forward and inspire sustainable innovation beyond its own field.

Selected by the official Festival d'Hyères Fashion Jury, the finalist who best incorporates sustainable methods, from a two-part sustainability mentorship, into the showcased collection, will be announced during the Festival d'Hyères Award Ceremony. The winning designer will be awarded a monetary 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 responsible design, creativity and innovation since 1995.

# FASHION PRIZES

## **L'ATELIER DES MATIÈRES PRIZE**

For the second year running, L'ATELIER DES MATIÈRES is a partner of the International Festival of Fashion, Photography and Accessories – Hyères, which celebrates its 38<sup>th</sup> edition in 2023.

This year, the prize will distinguish one of the ten finalists in the Fashion section for their creation crafted from the provided dormant and recycled materials.

All the finalist designs will be showcased in dedicated fashion shows and exhibited in the festival's showrooms. The winner will receive a selection of dormant and recycled materials valued at 10,000 euros.

IN COMPETITION FOR THE ATELIER DES MATIÈRES PRIZE.



**Tiago Bessa** *Portugal*



**Alec Bizby** *United Kingdom*

EN COMPÉTITION POUR LE PRIX L'ATELIER DES MATIÈRES



Fengyuan Dai *France*



Igor Dieryck *Belgium*



Petra Fagerstrom *Sweden*



Leevi Ikäheimo *Finland*

EN COMPÉTITION POUR LE PRIX L'ATELIER DES MATIÈRES



**Jung Eun Lee** *South Korea*



**Norman Mabire-Larguier** *France*



**Bo Kwon Min** *South Korea*



**Marc Sanz Pey** *Spain*

# 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.

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

- During Paris Fashion Week, **Premiere Classe** will be hosting the Festival Formers at a dedicated exhibition in March, followed by a sales area in October, offering them a prime showcase as well as specific mentoring for their commercial 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.

- **Sterling International** partners with the Hyeres Festival to coach the Fashion Competition Finalists prior to the Festival with a follow-up meeting after the event.





# COMPÉTITION 10 PHOTOGRAPHERS



# PHOTOGRAPHY COMPETITION

## JURY

**Luis Alberto Rodriguez**

President of the photography jury,  
photographer

**Edward Buchanan**

Founder and artistic director, SANSOVINO6

**Song Tae Chong**

Photography curator, writer, professor

**Sarah Piegay Espenon**

Cofounder, Loose Joints

**Jordan Hancock**

Founder, artistic director, Second Name

**Paul Mpagi Sepuya**

Artist, photographer

**Adam Murray**

Academic, curator and the pathway leader of  
BAFashion Communication and Promotion MA  
Fashion Image Central Saint Martins

**Carlos Nazario**

Stylist

**Francesco Risso**

Creative Director, Marni

**Kevin Tekinel et Charles Levai**

Founders, creative directors, MAYBE Agency

**Rala Choi**

Photographer, Grand Prix of the Photography  
jury Hyères 2022

## FINALISTS

**Souleymane Bachir Diaw**

Senegal

**Maria Baoli**

Spain

**Clara Chichin**

France

**Thaddé Comar**

France- Switzerland

**Kin Coedel**

Hong Kong

**Ezio D'Agostino**

Italy

**Rebekka Deubner**

France- Germany

**Quentin Lacombe**

France

**Igor Pjörri**

Portugal

**Naguel Rivero**

Argentina- Italy

# LUIS ALBERTO RODRIGUEZ

*Président of the  
photography jury*



Dominican-American artist Luis Alberto Rodriguez studied dance at the Juilliard School in New York where he received his BFA. He is a self-taught photographer and has exhibited internationally. His work has been published in various art and fashion publications. In 2017, he was awarded both the Public Prize and the American Vintage prize at the 32<sup>nd</sup> Festival of Fashion and Photography Hyères, France. In the Spring of 2018 he was shortlisted for Document Journal's The New Vanguard Prize and was one of Red Hook Labs New Artists. In the fall of 2018 he was in residence at CowHouse Studios, Wexford, Ireland in correlation with FUTURES and in collaboration with PhotoIreland. An ensuing book "People Of The Mud" was published by Loose Joints in the Spring of 2020. The following fall season, he was invited to a forthcoming international group project by the International Olympic Committee entitled Olympism Made Visible featuring original work by ten artists working at the intersection of fine art and documentary photography. His upcoming book 'O', a portrait of humanity in transformation and our states of self-preservation will be published by Loose Joints in this Spring.

The photography jury met at the Lucien Pagès showroom in Paris, on January 25, 2023 to select the ten finalists in the competition, who will present their work in a group exhibition collective exhibition at the Villa Noailles



**Souleymane Bachir Diaw** *Senegal*



**Maria Baoli** *Spain*



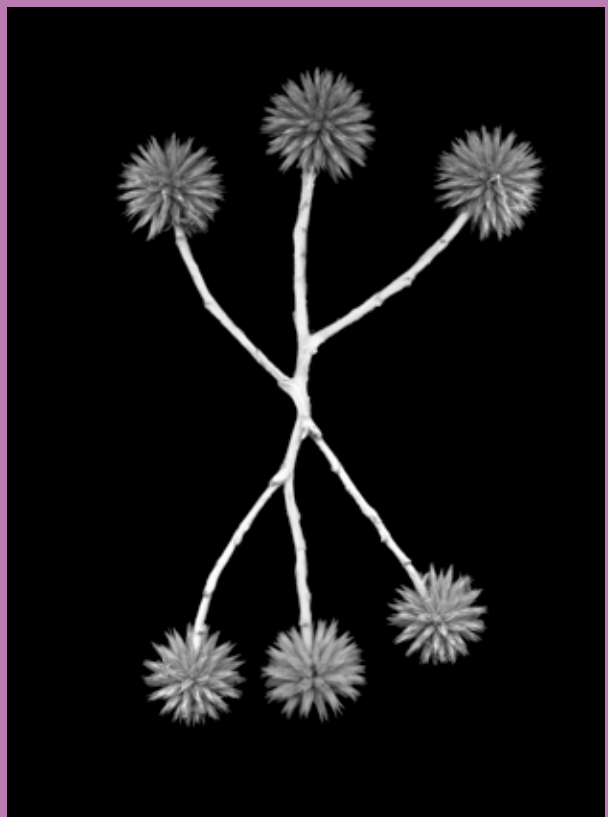
**Clara Chichin** *France*



**Thaddé Comar** *France- Switzerland*



**Kin Coedel** *Hong Kong*



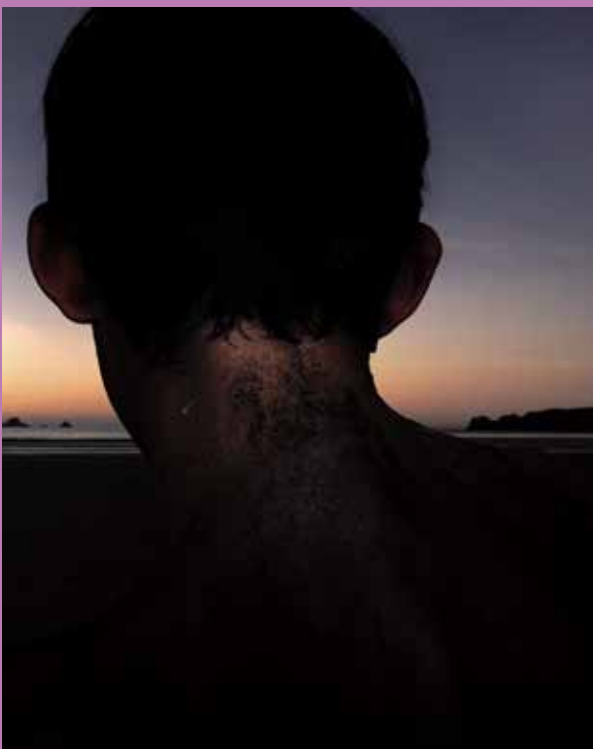
**Ezio D'Agostino** *Italy*



**Rebekka Deubner** *France- Germany*



**Quentin Lacombe** *France*



**Igor Pjörri** *Portugal*



**Naguel Rivero** *Argentina- Italy*

# PHOTOGRAPHY PRIZES

## 7L PHOTOGRAPHY GRAND JURY PRIZE



From the 2023 edition, the Photography Grand Jury Prize becomes the 7L Photography Grand Jury Prize.

The 7L bookshop was founded in 1999 by Karl Lagerfeld in Paris. 7L stands for 7, rue de Lille, in the 7<sup>th</sup> arrondissement of Paris, and for Karl Lagerfeld's favorite number.

"I love this place so much that it is part of me," said the great couturier, an insatiable seeker of beauty and knowledge.

Acquired by CHANEL in 2021, 7L celebrates its founder's unconditional love for books and photography. It brings together a bookshop dedicated to works in the field of visual arts, a cultural program named *Correspondances* inspired by his personal library present in his former photo studio, as well as the Éditions 7L publishing house.

7L will support the winner of the Grand Jury Prize on:

- the production of a book published by the Éditions 7L, launched in 2001 by Karl Lagerfeld, with the idea the of a book-object standard and the will of publishing books that are emphasizing the work of his talented friends as Grace Coddington, Roni Horn, Fran Lebowitz...or to re-publish some books mainly dedicated to photography that became rare as *Moi Ver Paris*, *The Japanese Box*...
- the creation of a book launch event with the production of an exhibition

The winner of the 7L Photography Grand Jury Prize will be offered an exhibition of his work at the villa Noailles during the following year's Festival.

CHANEL is a partner of the 7L Photography Grand Jury Prize, with a prize of 20,000 euros for the winner.

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

FINALISTS' SERIES FOR THE AMERICAN VINTAGE  
PHOTOGRAPHY PRIZE.



**Souleymane Bachir Diaw** *Senegal*



**Maria Baoli** *Spain*

FINALISTS' SERIES FOR THE AMERICAN VINTAGE PHOTOGRAPHY PRIZE.



**Clara Chichin** *France*



**Thaddé Comar** *France- Switzerland*



**Kin Coedel** *Hong Kong*



**Ezio D'Agostino** *Italy*



FINALISTS' SERIES FOR THE AMERICAN VINTAGE PHOTOGRAPHY PRIZE.



**Rebekka Deubner** *France- Germany*



**Quentin Lacombe** *France*



**Igor Pjörri** *Portugal*



**Naguel Rivero** *Argentina- Italy*

# PHOTOGRAPHY PRIZES

## **AMERICAN VINTAGE PHOTOGRAPHY PRIZE**

For the seventh 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.

# PHOTOGRAPHY GRANTS

**SHERIFF PROJECTS** renews its partnership with the International Hyères Festival for a second consecutive year to reaffirm its commitment and support to emerging talents in the creative industries.

SHERIFF PROJECTS will soon reveal a special endowment for one of the laureates. SHERIFF PROJECTS is a committed global technical production agency valuing its expertise with a creative approach addressing the luxury, beauty and fashion markets.

- **KITTEN** proudly reiterates its support to the young creation by being a partner of the festival de Hyeres for the second consecutive year. Its endowment to one of the laureates will be announced soon.

KITTEN produces stills motion and digital content for the fashion beauty and luxury industries. Kitten has offices in Paris, Valencia and Milan.



COMPETITION  
10  
ACCESSORIES  
& DESIGNERS

# ACCESSORIES COMPETITION

## JURY

**Alan Crocetti**

President of the accessory jury,  
fashion jewelry designer, founder of Alan  
Crocetti

**Maria Bernad**

Designer and sustainable consultant

**Tyrone Dylan**

Fashion designer, stylist, Rick Owens

**Serhat Isik**

Creative director of GMBH and Trussardi

**Mauricio Stein**

Eyewear designer

**Beka Gvishiani**

Fashion journalist, StyleNotCom

**Laura Vandall**

Stylist

**Nono Vázquez**

Fashion Director Icon El País

**Joshua Cannone**

Grand Prix of the Accessories jury 2022

## FINALISTS

**Mathilde Hiron**

France

**Gabrielle Huguenot**

Switzerland

**Yeonghyeon Kim**

South Korea

**Lisa Kwoczek**

Germany

**Thomas Manil**

France

**Marcel Mariotte  
& Jovien Panné**

France / Spain

**Ruby Mellish**

United Kingdom

**Victor Salinier**

France

**Christiane Schwambach**

Germany

**Xin-Yu Weng**

Taiwan

# ALAN CROCETTI

## Président the accessorie jury



Alan Crocetti was born in Goiania and raised in Belo Horizonte, Brazil. His parents always empowered him to explore his creative passions. They went bankrupt when he started to study fashion in Belo Horizonte, which took his ventures to Italy and England to work, develop and grow. He started experimenting with jewellery in his final year of womenswear at Central Saint Martins in London and fell in love with it all, from the beauty of the materials to the intricacy of the jewellery making process. Alan didn't understand why jewellery was regarded just as an accessory and wanted to disrupt that idea. His goal was to elevate jewellery and bring it to centre in the fashion industry. Since dropping out of university, Alan has presented his work at London Fashion Week and presented during Paris Fashion Week, collaborated with Helmut Lang and Dries Van Noten, and seen his brand being endorsed by the likes of Dua Lipa, Miley Cyrus, Madonna, and Erza Miller.

The accessory jury met at the MAD, Musée des Arts Décoratifs in Paris, on January 25, 2023 to select the ten finalists in the competition, who will present their collections in a showroom showroom at the Villa Noailles

### **Commande du festival sur les collections des finalistes :**

Photographer **Ilaria Orsini**

**Creative direction Camille Sei - Tide magazine**

Photography assistant **Francesco Colombo**

Stylist **Joseph Ecorchard**

Set designer **Lune Kuipers**

Hair and Make-up **Khela - Call My Agent**

Models

**Antonia Christine Liebler - Le Management**

**Jullien Masselo - The Face**

**Jordan Gousse - The Face**

Production and coordination

**Pauline Marie Malier, Michel Gheorghe - Tide magazine**

### **Madeleine Oltra et Angelo de Taisne**

Lauréats du Grand Prix Design Parade

Toulon Van Cleef & Arpels 2022

et du Prix Visual Merchandising décerné par CHANEL 2022.

Scénographie de l'exposition

showroom à la villa Noailles



**Mathilde Hiron** *France*



**Gabrielle Huguenot** *Switzerland*



**Yeonghyeon Kim** *South Korea*



**Lisa Kwoczek** *Germany*



**Thomas Manil** *France*



**Marcel Mariotte  
& Jovien Panné** *France / Spain*





**Ruby Mellish** United Kingdom



**Victor Salinier** France



**Christiane Schwambach** Germany



**Xin-Yu Weng** Taiwan

# ACCESSORIES PRIZES

## **GRAND PRIX OF THE ACCESSORIES JURY**

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

## **HERMÈS FASHION ACCESSORIES PRIZE**

For the fourth year, Hermès is renewing its partnership with the International Festival of Fashion, Photography and Accessories - Hyères 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, which provides a grant of €20,000, will be awarded to one winner selected by the jury for the creation of fashion accessory in leather. This follows previous years where the prize was awarded for the conception of a fashion jewellery in 2020, a glove in 2021 and a belt in 2022.

IN COMPETITION FOR THE HERMÈS  
FASHION ACCESSORIES PRIZE.



**Mathilde Hiron** *France*



**Gabrielle Huguenot** *Switzerland*

IN COMPETITION FOR THE HERMÈS  
FASHION ACCESSORIES PRIZE.



**Yeonghyeon Kim** *South Korea*



**Lisa Kwoczek** *Germany*



**Thomas Manil** *France*



**Marcel Mariotte  
& Jovien Panné** *France / Spain*

IN COMPETITION FOR THE HERMÈS  
FASHION ACCESSORIES PRIZE.



**Ruby Mellish** United Kingdom



**Victor Salinier** France



**Christiane Schwambach** Germany



**Xin-Yu Weng** Taiwan

ILLUSTRATION OF THE WINNERS' TROPHIES CREATED BY DESRUÈS BY HUGO CAPRON.



Hugo Capron, 'Fou d'artifice' (palmier II)  
acrylique sur papier, 23x16,5cm, 2023



EXHIBITIONS  
AND  
CULTURAL  
PROGRAMMING

# EXPOSITIONS ET PROGRAMMATION CULTURELLE DU 38<sup>E</sup> FESTIVAL INTERNATIONAL DE MODE, DE PHOTOGRAPHIE ET D'ACCESSOIRES - HYÈRES

## EXPOSITIONS OUVERTES JUSQU'AU 14 JANVIER

### Charles de Vilmorin

President of the Fashion Jury

### Luis Alberto Rodriguez

President of the Photography Jury  
**Vessel**

### Alan Crocetti

président du jury Accessoires  
**Body Politics**

### The collections of the 10 finalists in the Fashion competition,

scenography by **Paul Bonlarron**,

Winner of the 2022 Mobilier National Prize

Photographs by **Marie Rime**

Videos by **Sebastien Macher**,

Show decor by **Studio MBL**

inspired by Marie-Laure de Noailles' boudoir,  
designed by Pierre Barbe.

### The collections of the 10 finalists in the Accessories competition,

scenography by

**Madeleine Oltra and Angelo de Taisne**,

Winners of the Grand Prix Design Parade Toulon Van Cleef & Arpels 2022 and the Visual Merchandising Prize awarded by CHANEL 2022

Photographs by **Illaria Orsini with Tide Magazine**.

### The projects of the 10 finalists in the Photography competition

### Rala Choi,

Winner of the Grand Prize in Photography 2022

### Esprits libres

Immersion aux origines de la création des tenues des équipes de France par **Stéphane Ashpool**  
photographies de **Paul Rousteau**

### Chiron Duong,

Winner of the American Vintage Photography Prize 2022

**Eternal : Time is water flowing through the palm**

### Collaborations of the 2022 Laureates with le19M:

### Jenny Hytönen,

Winner of the Grand Jury Prize Première Vision 2022

### Valentin Lessner,

Winner of the le19M Crafts Prize and the Mercedes-Benz Eco-Responsible Collection Prize 2022

**Hinterland**

### Joshua Cannone,

Winner of the Grand Jury Prize for Accessories 2022

### scénographie Madeleine Oltra et Angelo de Taisne

Winners of the Grand Prix Design Parade Toulon Van Cleef & Arpels 2022 and the Visual Merchandising Prize awarded by CHANEL 2022

Photographs **Olivier Amsellem**

### Pop-up de L'Atelier des Matières

### Antoine Moulinard & Elisabeth Leyshon

**L'effet du logis**

artistic commission

### Jacques Merle & Max Denis

**Des Lykseries**

Residency presentation

### Hyères, 1986. Aux origines du Festival de mode

Sélection d'archives inédites des collections de la villa Noailles

### Artistic creation workshops with a Maison from 19M.

### 22<sup>nd</sup> International Fashion Meetings organized by the Fédération de la Haute Couture et de la Mode.

### Illustration of the winners' trophies created by Desrues by Hugo Capron

### Official festival bags created by L'Atelier des Matières in collaboration with Emma Bruschi, invited artist for 2023

### Pierre Yovanovitch

**Les Nuits d'Été, l'appartement de Charles et Marie Laure de Noailles**

### Garde-robe(s)

Curated by Emilie Hammen,  
Scientific and Historical Curator.

### List of participating houses:

CHANEL, Schiaparelli, Lanvin, Viktor & Rolf, Rabanne, Jean Colonna, Charles de Vilmorin, Pigalle, Emma Bruschi, Marit Ilison, Roisin Pierce, Ester Manas, Jean-Paul Lespagnard, Nix Lecourt Mansion

### Reissue of Marie Laure's book, 'The Squirrel's Chamber,' in collaboration with 7L Editions and Seghers Editions.

### Karim Zeriahen

**"La Grâce, le Mérite et la Liberté"**

A documentary film by about Marie-Laure de Noailles.

### BOOK SIGNINGS & CONCERTS

**Alain Camilleri, Luis Alberto Rodriguez, Bilal Hassani, Pierre de Maere, Valentine de Ganay, Christopher Barraja, Rala Choi, Sophie Fontanel, Chiron Duong, Emilie Hammen**

### PERFORMANCES, CREATIONS

**Clément Courgeon, Nefeli papadimouli, Oualid Guennoun, Neel Ranaut**

### BOOKSTORE / SHOP



Cette liste est encore work in progress



CHARLES DE VILMORIN

President of the fashion jury and guest of honor

## Le Chaos



## Le Chaos

**Margot:** I'm really glad you're doing this exhibition in Hyères, it's a beautiful project! What is your main inspiration?

**Charles:** The *Raft of the Medusa*, I love that painting! I find it powerful, brutal, and extremely poetic all at once, and I like those contradictions. You know that this contradictory side is part of my work. I want to recreate these emotions in the exhibition and show this part of me.

**Margot:** I see very well what you mean. So are you going to highlight this aspect in your collection? The staging? How do you see things?

**Charles:** I've decided to paint a fresco all over the walls, in a very spontaneous way. It's a real challenge, one that will generate strength but also imperfections, just like my collection. It is also my role as president of the jury to be sincere and to show the various facets of my creativity.

**Margot:** It is important to bring out this side of you, especially as it is thanks to these upheavals that you can create!

**Charles:** Yes, that's right. You see, for example, when I launched my first collection, everyone found it joyful and dreamlike, with its colours and shapes, but at that time I wasn't really at my best. Colour is kind of my safe place. When I presented my black collection, on the other hand, I was confident, and that's why I wanted to take a few more risks and show something else!

**Margot:** Yes, I know, I understand! I think it's essential to show that sometimes there is something powerful and beautiful in the doubts and weaknesses. In a way, that's what you want to represent!

**Charles:** Exactly! When I'm creating, it's often a bit traumatic because I tap into my unconscious, my vices. What comes out of it is imperfect, but sincere and powerful.

**Margot:** And how are you going to present the collection?

**Charles:** There will be lots of swans, horses and faces made of broken, ruined plaster: they will give a glimpse of the collection, which is a contrast between very pure and saturated styles, always with the idea of showing the two sides that form a whole. For the sculptures, I worked with Damien Moulhierac, whose art I really like: it borders on the trashy but is always very poetic and offbeat.

## Le Chaos

**Margot:** It's going to be beautiful! Actually, we're kind of going to enter your unconscious and see what's going on when you're creating.

**Charles:** Yes, that's the idea, all this accompanied by immersive music composed by artist Amakuno for my last fashion show. I want it to be an experience. Music is my first source of inspiration, it heightens emotions and gives character to the visuals. To me, it's impossible to dissociate the visual from the auditory, which together create even more meaning.

**Margot:** I totally agree, music puts you in a different state and helps you to understand what you're seeing! You told me you were going to paint a fresco. Do you have some idea of what it's going to represent?

**Charles:** Yes. As you know, in art, I'm very sensitive to transformed bodies, imaginary creatures, aliens... I want to represent a composition of faces, inhuman, alien, phantasmagorical bodies, of all colours, with a certain nod to artists like Dalí and Man Ray.

**Margot:** I can't wait to see that! Is there a link between the fresco and your collection?

**Charles:** Yes, there will be two silhouettes from my first collection, completely hand-painted. The fresco reproduces on the wall the same technique used on the fabric. The rest of the collection consists of recent silhouettes in black, white, and saturated colours.

**Margot:** Thank you for sharing all this with me. I can now imagine what the exhibition will be like, and I'm eager to see it!

**Charles:** I'm really excited about this project, it is a psychedelic experience that I hope will be generous and expressive. I hope you will enjoy it!

**LUIS ALBERTO RODRIGUEZ**  
President the photography jury and guest of honor

**Vessel**



# LUIS ALBERTO RODRIGUEZ

President the photography jury and guest of honor

**Vessel**

The work of artist and photographer Luis Alberto Rodriguez deals with the body as a spiritual and physical repository. It is a kind of archive, a locus for experience and knowledge embodied within the corporeal self in states of transcendence and surrender, in fullness and emptiness, and in autonomy and interdependence. This exhibition draws on two seemingly divergent yet interconnected disciplines, fine art photography and fashion photography. Yet the overarching connection in the work of Luis Alberto Rodriguez is concerned with the discourse of the body occupying metaphysical and physical space, sometimes in harmony and sometimes in conflict with itself. The human body is the physical manifestation of various psychic and metaphysical states of being, often a battleground for politics and culture, of control and release, at play, at work, and in various states of movement and stillness. The body becomes the site of these tensions. Our own liminal states of being are manifested in these bodies. And yet the body can be a site of transgression and autonomy, the assertion of self and resistance. It can be a vehicle for exerting dominion and can become a type of armor that we mobilize in order to face the sometimes oppositional dynamics at play outside of our control or that attempt to suppress our liberation. Rodriguez's representation of diverse bodies, each beautiful in their nuances and perfect imperfections is itself an act of resistance, an insistence on the primacy of embodiment and experience.

The fashion photography of Luis Alberto Rodriguez shows the embodiments of the tensions between form and space. Fashion is an instrument of forging identity, the malleability of the body and the disguises that we take on to present and represent ourselves. Putting on garments, wearing the clothing, is about inhabiting our identities, sometimes serious and sometimes at play. There is a specific beauty in these photographs given in the close attention to the lines and the draping of each garment, the way that they enhance the wearer's body, and the way in which each wearer brings their own character to the clothing. It is an interplay between body and material, movement and confinement.

The people, whose bodies in the photographs form the series O, are shown in various states of being, in suspension and release, giving way to forces both in and out of the subject's control. There is attention that is given to detail and nuance: muscular tension, a turn of the foot, the gestures of the hands, a slight turn of the head, the unsteadiness of the body seemingly suspended in space, each of these gestures indicate and give meaning to the emotions and tensions underneath the skin, how the unseen or unspeakable can play out in the sometimes unconscious movements of the body. The push and pull of gravity, or even perhaps a higher power beyond our control can nudge us towards a different state of being. As heightened awareness of the body takes shape, the emergence of a newer, different self can take place, with a greater understanding of our interior lives and subconscious thoughts.

Both projects speak to the potential and agency of the body, the form that we take on in order to get closer to our truer selves. They nudge us towards understanding the body as a place of empowerment and release, of self awareness and ecstatic experience.

**Curation and Text by Song Tae Chong Ph.D.**

ALAN CROCCETTI

President of the accessories jury and guest of honor

**Body Politics**



# ALAN CROCETTI

President of the accessories jury and guest of honor

## **Body Politics**

Body Politics is a harmonious fusion of disparate elements. Bound together by a shared essence, they bring a depth and perspective to Alan Crocetti's work, allowing a seamless blend without second-guessing. In the heart of it all lies a Brutalist perspective: stark, straight forms reminiscent of armor, juxtaposed against fluid and exaggerated shapes. Every piece stands as a testament to its own unique identity and beauty. But even in their distinction, there's an underlying unity, suggesting that true coherence emerges organically, rather than imposed.

One of the pivotal themes at the heart of this exhibition is the challenging of traditions. In fashion, as in life, traditions have long perpetuated stereotypes and constraints. Crocetti's philosophy vehemently opposes such pigeonholing. His pieces emphasize a world where individual instincts and desires are not just acknowledged but celebrated. They advocate for future classics that rise above monotony and embrace uniqueness.

The exhibition also delves deep into the concept of empowerment derived from self-awareness. Jewellery, in Crocetti's words, is more than adornment. It's an embodiment, a tangible anchor to one's emotional state. And as visitors move from one display to the next, they're gently reminded of this intrinsic connection between the wearer, the armour and its surrounding.

### **Pierre A. M'Pelé**

Writer, Head of Editorial content at GQ France

# RALA CHOI

Lauréat du Grand Prix Photographie 2022

## Lovers

Through a colour palate saturated with a painterly quality, Rala Chois photographs create expressive depictions of our inner worlds and relationships. Ralas experimentation with photography began after hed enlisted in the military in 2006. He then spent a few years making commercial and commission-based work, but this never felt quite right. Rala explains it was the support of musicians and friends that allowed him to immerse himself in more self-directed artworks. For him, the creative process needed distilling into a more intimate process of production; the results are personal reflections of universal emotional experiences. Rala describes his process as beginning with contemplation, then sketches, before a scene materialises, likely illuminated solely by natural light, in which feelings are expressed through colour, character, and Ralas signature painterly quality. The photographs exhibited are the story of Ralas emotions and experiences of love relationships.



*Woman and Man*  
*It does not mean we are the same just because we are in the same seat.*



# CHIRON DUONG

Winner of the American Vintage Photography Prize 2022

## *Eternal: Time is water flowing through the palm*

“Time helps us realize many important things at each stage of each person’s life. What is the present we live, what is the future, what is the past? Sometimes it all just sparkles like a drop of water in the palm of my hand, it’s a moment that I call ‘eternity’. Time seems to stand still for me to better understand and appreciate the wonderful simple things in life.”



# STÉPHANE & ASHPOOL PAUL ROUSTEAU

## *Free spirits*

An immersion into the origins of the design of the French national team's outfits

In March 2023, fashion designer Stéphane Ashpool joined Le Coq Sportif as artistic director to dress the French team for the Olympic and Paralympic Games. His exhibition is a unique behind-the-scenes insight into this exceptional adventure, combining his passions for sport, fashion, and craft.

Upon the invitation of the villa Noailles, he occupies the house's gymnasium, offering a 360-degree immersion into his creative system. The room is an idealised transposition of his Parisian studio, a space for free creation where samples of materials, drawings, silhouettes, sounds, and colours gather.

He embarked photographer Paul Rousteau on a collaborative adventure to create a series of sun-kissed images. Draped in blue-white-red, silhouettes embrace the architecture of the modern villa and the Hyeres landscape; muscles, fabric, air and sea merge in the light in a suspended movement.

The freedom that is so characteristic of Stéphane Ashpool's work shines through in this sweet poetry.



## Collaborations of the 2022 Laureates with Métiers d'art, with the support of /e1 9M:

# JENNY HYTÖNEN

Winner of the Grand Jury Prize Première Vision 2022

Produced in collaboration with LESAGE ET PALOMA

Envision a future where the boundaries between humans and machines blur, creating this hybrid existence of posthumanism where there is no longer gender just individuals who are merged with technology. Hytönen creates complex liquid metal like material and garments like shells to disguise the human inside, creating layers of mystery that holds the real machinery, the source of power that brings the garment alive, the human being. In her research Hytönen is continuing drawing inspiration from the cyborgs as well from the strong grotesque female imaginary from the vintage fetish magazines. She also takes subtle notes from the romantic era: the era of creative expression, depth of feeling and spiritual connection. The irrationality mixes interestingly by its idea of nature over industry and spiritualism over science thinking. In her work she seeks to blend the old world with the new, creating a visual narrative that speaks to the continuity of human creativity and expression across time.



**Collaborations of the 2022 Laureates with Métiers  
d'art, with the support of le19M:**

**VALENTIN LESSNER**

Winner of the le19M Crafts Prize

and the Mercedes-Benz Eco-Responsible Collection Prize 2022

***Hinterland***



## Collaborations of the 2022 Laureates with Métiers d'art, with the support of le19M:

**VALENTIN LESSNER**

Winner of the le19M Crafts Prize

and the Mercedes-Benz Eco-Responsible Collection Prize 2022

### ***Hinterland***

Originating from a Bavarian tailoring family's heritage, Valentin Lessner is uniting classical and traditional garments with avant-garde pattern construction and hyperrealistic material usage to the purpose of conserving and re-interpreting artefacts and objects from the past.

The capsule collection "Hinterland", realized together with the support of Chanel and le19M, is rooted in the land behind the coast and the banks of rivers, far away from cities and any kind of human civilization.

The collection can be defined as nothing other than an eccentric tension between a certain object and the pure brutal aggression to survive, balancing on the edge among beauty and obscenity. A feeling from in between dream and reality to myth and verity – brought to life with craft.

The collaborations with Goossens and Atelier Verneuil-en-Halatte are visually guided by human and animal mortal remains that are from their common view of being repulsive and repugnant placed into a new context of twisted and haunted beauty. The idea of both collaborations is to create a hyperreal blend between reality-rendered artworks and wearable accessory objects – blurring the line between digital and physical realities.

Mainly inspired by hunting and forest trophies, an inside-out animal's tooth is visually merging with the shape of a bracelet, imitating an animal biting a human's wrist that is translated into a fine jewellery object with the support of Goossens.

Honoring the heritage of Goossens with their traditional techniques and finishings of galvanized tin, the idea of the collaboration is to create an eccentric tension between a handcrafted and fine piece of luxury jewellery that radiates pure brutal aggression.

The collaboration with Atelier Verneuil-en-Halatte draws inspiration from foxtails and furry alpine collector artefacts as main references for the sculptured oversized bag – visually merging the furry surface of shearling with the shape of vintage marine and mountain army bags from Germany and Switzerland.

## Collaborations of the 2022 Laureates with Métiers d'art, with the support of /e1 9M:

**JOSHUA CANNON &**

Winner of the Grand Jury Prize for Accessories 2022

Produced in collaboration with ATELIER DE VERNEUIL-EN-HALATTE et MONTEX

### ***Monkey & Chicken***

Looking back at the chimp-like ancestors we descend from to our current rule over the animal kingdom, have we lost our most primal survival instincts? By looking into leather goods as a craft, I sought to draw parallels between humans and animals.

Drawing inspiration from the views of Thomas Hobbes reflected in Golding's novel *Lord of the flies*, I sought to translate my childhood memories of New York City.

**Anne Dressen**



# ANTOIN & MOULINARD ET ELISABETH LEYSHON

## *L'effet du logis*

artistic commission



# ANTOINE & MOULINARD ET ELISABETH LEYSHON

## *L'effet du logis*

artistic commission

Antoine Moulinard devotes himself, body and soul, to ceramics. This medium has long been downplayed by high art.

Cherishing the idea of building a safe space for himself, he promised himself that, one day, he would live in a palace, ideal according to his criteria, conceived and designed by himself.

I've always been fascinated by artists whose ambition goes beyond the framework of the usual, individuated work of art. Whether it be La Maison Picassiette (The House of a Million Pieces), near Chartres, or the Bloomsbery group in Charleston, England.

Inventing your own interior. Moulding it into your image. Intervening in reality. Transforming it. And not just bringing yourself to accept the standards set by others, by simply decorating it here and there. There is something politically utopian about these ambitious undertakings.

During summer 2023, he is in residency at the villa Noailles in Hyères, where contemporary design is given pride of place every year: his table, stools, sofa and fireplace, as well as his attraction to costumes and cross-dressing, fit organically into this context. What's more, his exhibition will coincide with the fashion festival and the centenary of the villa where the Noailles, this hyper-fanciful couple, loved to party and disguise themselves with their friends.

In the recently vacant park house, Moulinard has teamed up with painter Elisabeth Leyshon to create an all-over mural reminiscent of an almost bourgeois, though DIY, wallpaper as a setting for an installation of eccentric, proudly handmade ceramics.

Moulinard's proliferating aesthetics and, for the most part, highly recognisable references can be deployed *ad infinitum*: he is a scholar of popular culture and counterculture. But his erudition leaves no one out: Vallauris-style seashells, rainbow version; a cowboy, a Saint Sebastian: two gay icons, but not only; SpongeBob, a hero with deconstructed masculinity; a shaggy yeti; drawings evoking Keith Haring; the figures of the witch, the vampire, the werewolf, the devil: so many off-kilter characters, in the form of half-drag, half-folklore dolls, but also queer ornaments, reviving earlier versions, far less binary and moralising than in the tales of Perrault or Disney. In his installations, he also inserts knick-knacks found at flea markets, glass dolphins and garden gnomes, which cheerfully mock good taste.

Moulinard's skilfully arranged shapes have a finish of their own. But make no mistake: the sloppy style or the gloopsy (this dripping enamel) involve great technical virtuosity, but the kind that doesn't show off. Moulinard seeks perfection in imperfection, to better reintroduce the exquisite pleasure of bodies and materials, in all their diversity and heterogeneity. Because in the end, this is what it's all about.



# JACQUES MERLE ET MAX DENIS

## **Des Lykseries**

Residency presentation

Des Lykseries is an encounter between multidisciplinary artist Jacques Merle, the creator of Des Jacqueries clothing, and fashion and textile designer Max Denis, the founder of the Lyks brand.

Jacques draws, paints and embroiders ingenuous, rather naked figures, often wearing only a scarf. As for Max, he dresses his muses from head to toe in rivers of pearls adorned with frills directly inspired by his native island, La Réunion.

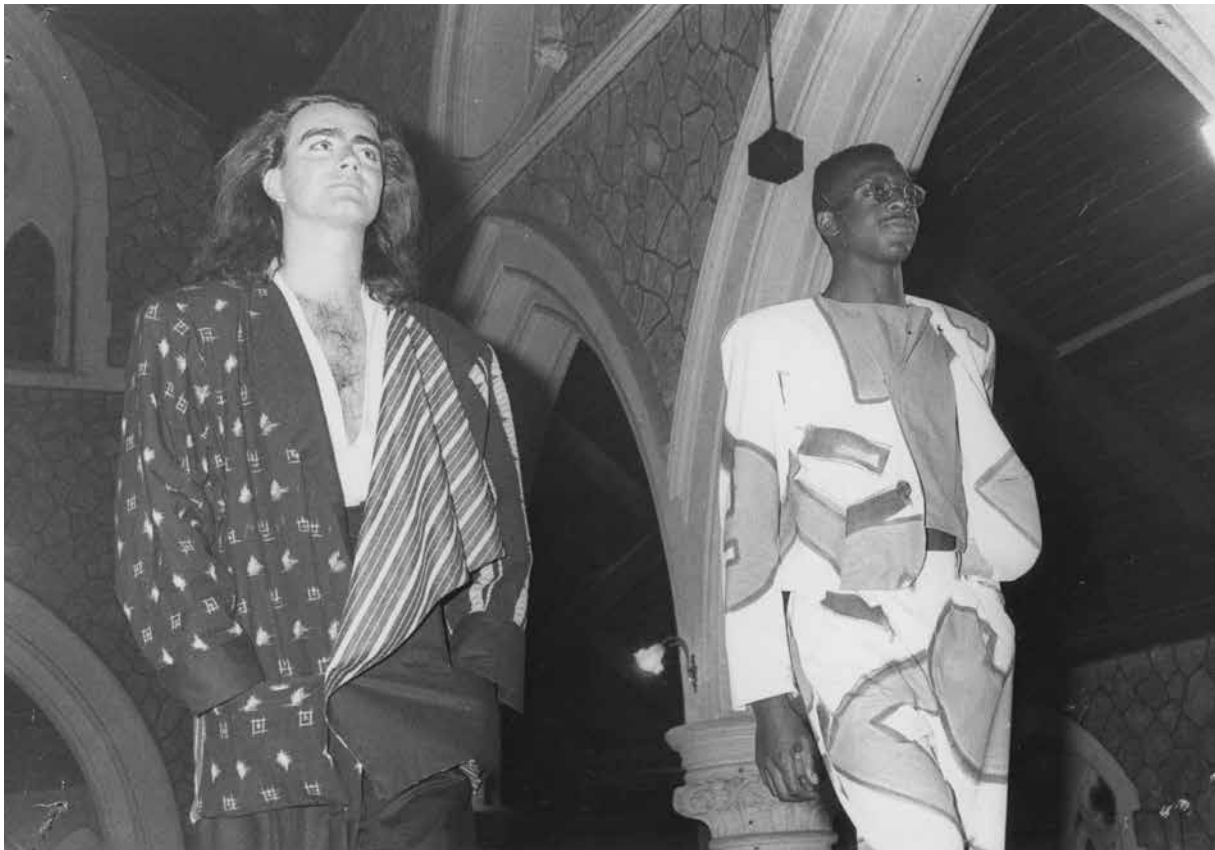
Their collaboration gave rise to a complete wardrobe, a fusion of their atypical styles. Des Lykseries reveals a world populated by folklore characters whose shapes stand out on the silhouettes of the garments. A mermaid, a harlequin... These heroines dress and become alive on the surface of the painted, embroidered and stitched textiles, coming to life on the bodies draped in them. In April 2023, Jacques and Max stayed at the villa Noailles for a creative residency. Enveloped by the springtime bustle of the city of Hyères, they fed on their surroundings. The delicate inflorescence of peonies, the precise fold of a cloth drying in the sun or the stars in Saint-Paul Street... These sunny moments become patterns and creative gestures.



## **Hyères, 18. Aux origines du Festival de mode**

Sélection d'archives inédites des collections de la villa Noailles

As part of the 38<sup>th</sup> International Fashion Festival, the villa Noailles is delighted to present a selection of previously unseen archives from the first Salon des jeunes créateurs de mode (young fashion designers show). Initiated by Jean-Pierre Blanc, the founder and director of the Festival, this exhibition traces the origins of this unique event, that has been promoting emerging talents in fashion, photography and accessories for almost forty years. The fruit of a recent project to enhance the Festival's archives, this selection is a prelude to the Festival's 40<sup>th</sup> anniversary in 2025.



# 22<sup>E</sup> RENCONTRES INTERNATIONALES DE LA MODE ORGANISÉES PAR LA FÉDÉRATION DE LA HAUTE COUTURE ET DE LA MODE

## **Table 1**

From predictive to generative AI:  
innovations and new models

## **Table 2**

Generative IA: The ethical, social and  
legal challenges

## **Table 3**

Which opportunities for creation in the  
age of generative AI?



**100**  
**VILLA NOAILLES**  
**CENTENAIRE**

**CHANEL**

MAJOR PATRON OF THE CENTENARY

# " LES NUITS D'ÉTÉ, L'APPARTEMENT DE CHARLES ET MARIE LAURE DE NOAILLES" PAR PIERRE YOVANOVITCH



©Camille Lemonnier

**CHANEL**  
MAJOR PATRON OF THE CENTENARY

# " LES NUITS D'ÉTÉ, L'APPARTEMENT DE CHARLES ET MARIE LAURE DE NOAILLES" PAR PIERRE YOVANOVITCH

À l'occasion du festival international Design Parade à Hyères, Pierre Yovanovitch dévoilera une mise en scène célébrant le centenaire de la villa Noailles, lieu de villégiature unique construit par Robert Mallet-Stevens. L'architecte d'intérieur a été invité à remettre au goût du jour cette résidence d'été comme s'il répondait aujourd'hui à la commande de Charles et Marie Laure de Noailles.

En acceptant cette commande, il s'agissait pour l'architecte d'intérieur de rendre ces deux personnalités éternelles, et rendre ainsi hommage à l'influence du couple sur l'histoire culturelle et artistique du XX<sup>e</sup> siècle, et plus particulièrement à la personnalité de Marie Laure de Noailles. Pierre Yovanovitch a travaillé sur ce projet pour y intégrer des pièces issues des archives personnelles du couple. À cette sélection patrimoniale, Pierre Yovanovitch a ajouté des meubles, des objets et des oeuvres de son goût, emblématiques du XX<sup>e</sup> siècle ou plus contemporains.

Les visiteurs peuvent découvrir un intérieur meublé et décoré, librement inspiré des collections des époux Noailles qui les invite à déambuler dans l'univers créatif et la vie quotidienne des propriétaires de la villa d'Hyères, du 23 juin 2023 au 14 janvier 2024. « Pour célébrer les 100 ans de la villa Noailles, j'ai imaginé ce que pourrait être la vie de Charles et Marie-Laure aujourd'hui dans cette demeure », confie Pierre Yovanovitch. « Marie Laure

de Noailles a été la mécène et la collectionneuse par excellence, nouant des affinités avec Cocteau, Dalí, Ernst ou Picasso, des artistes devenus majeurs qu'elle a soutenus tout au long de leur carrière.

En réimaginant la maison d'origine des époux Noailles – et en instaurant ainsi un dialogue imaginaire entre eux –, tel un récit de scènes quotidiennes qui sera conté aux visiteurs, nous tentons de donner vie à des influences artistiques diverses et d'emmener le public dans l'intimité de ce couple visionnaire. »

Pierre Yovanovitch a aménagé l'espace de 200 m<sup>2</sup> en respectant l'agencement d'origine de la villa, lequel illustre l'esprit de modernité des Noailles et de leur architecte Robert Mallet-Stevens ; tout en prenant en compte l'évolution du goût de Marie-Laure au fil des ans. Le plan du bâtiment est représentatif de l'application des préceptes du mouvement rationaliste : recherche d'une luminosité maximale, fonctionnalité d'habitation et épuration des éléments décoratifs. Ceci dès l'entrée de la villa, puis en passant par le salon de lecture, la salle à manger, le boudoir de Marie Laure, le bureau de Charles, le salon, le dressing et la chambre à coucher du couple.

Chaque pièce de vie réunit un choix de mobilier et des oeuvres d'art du début du XX<sup>e</sup> siècle, auxquelles Pierre Yovanovitch associe des pièces plus contemporaines. Des documents d'archives viennent compléter le dispositif et apportent un éclairage scientifique pour replacer les collections dans leur contexte historique, avec la participation de l'historienne Éléa Legangneux. Sont exposés des meubles de Pierre Chareau, Gilbert Poillerat et Serge Roche, des portraits photographiques de Marie Laure de Noailles par Man Ray et des sculptures d'Alberto Giacometti. Pierre Yovanovitch propose des oeuvres d'autres artistes tels que Miquel Barcelo, Francesco Clemente, César, Bernard Buffet, Alicja Kwade, Josef Albers, Matthieu Cossé et Xie Lei ; pour l'occasion, il a commandé à Giulia Andreani de peindre un portrait de Marie Laure, à Alexandre Rochegaussen une intervention in situ dans la chambre de la vicomtesse et deux oeuvres à Porky Hefer.

La scénographie célèbre l'histoire du lieu et l'influence majeure du couple dans le monde de l'art et du design du XX<sup>e</sup> siècle. À la villa, anciennement le clos Saint-Bernard, les Noailles recevaient régulièrement des personnalités telles qu'André Breton, le poète Louis Aragon, le grand couturier Cecil Beaton ou le prix Nobel André Gide. Reconnu pour la valorisation du patrimoine architectural et la création artistique dans ses projets, dont témoigne sa propriété provençale datant du XVII<sup>e</sup> siècle, le château de Fabrègues, Pierre Yovanovitch met en lumière l'esprit libre et poétique du couple Noailles à travers son choix de mobilier et d'oeuvres d'art à la croisée des époques.

**CHANEL**  
MAJOR PATRON OF THE CENTENARY

# "LA GRÂCE, LE MÉRITE ET LA LIBERTÉ" A DOCUMENTARY FILM BY KARIM ZERIAHEN ABOUT MARIE-LAURE DE NOAILLES. 52 min

## **A free film**

At a time when a real conservative resurgence is occurring and cancel culture is emerging in the West, it seems pertinent to shed light on one of the indispensable and symbolic figures of opening minds through the courageous avant-garde pursuit of the early twentieth century: Marie-Laure de Noailles. It would be paradoxical to portray Marie-Laure de Noailles in an academic manner, to conform to a mold, or to follow the well-trodden path of the classical documentary production, because beyond depicting the portrait of the greatest French patron of the 20th century, this film is about the very idea of non-conformity, difference, free thought, and beauty in art.

The challenge is to create a new form of documentary faithful to its subject, incorporating multiple archives, testimonials, and animation evoking the past and history in a parallel line with a second one, turned towards the present, giving room for the artist's expression and recounting a creation that is entirely contemporary while paying homage to the essence of the Noailles legacy.

It is, therefore, a living film directed towards today, liberated from standard broadcasting codes, nourished by the past, and heading towards a wealth of diverse, poetic, historical, and playful elements. The heart of these intersections resides at Villa Noailles, an iconic place of creation, celebration, lightness, dreamed and created by the Noailles for and with artists. The spirit of the Noailles is truly embodied in this place, characterized by benevolence and generosity towards those who push boundaries and channel the spirit of the times by creating timeless fragments of poetry.

Marie-Laure, with her social grace,

audacity, loyalty, social influence, and fortune, managed to create, along with her husband Charles, a sort of French philanthropic philosophy. When Marie-Laure de Noailles, with the support of her husband Charles, decided to build one of the most iconic villas of their century on the heights of Hyères in 1923 and entrusted this highly ambitious project to a then-unknown architect, Robert Mallet-Stevens, it was evident that what primarily drove them at that moment was the idea of transcending boundaries, thinking of modernism without barriers, and fostering creative conviviality. It was also a concrete embodiment of their philanthropic idea by granting complete freedom to creation and a dominant place to artists, firmly believing that life could be reinvented by them and truths could be revealed. The very idea of freedom is at the heart of the Noailles' thinking, especially in the mind of Marie-Laure. It is an engaged, libertarian, sometimes eccentric, possibly provocative, and above all generous philosophy. An ode to freedom to celebrate the centenary of Villa Noailles.

**CHANEL**  
MAJOR PATRON OF THE CENTENARY

# "LA GRÂCE, LE MÉRITE ET LA LIBERTÉ" A DOCUMENTARY FILM BY KARIM ZERIAHEN ABOUT MARIE-LAURE DE NOAILLES. 52 min



Scrapbook of Marie Laure de Noailles

Director: **Karim Zeriah**  
Featuring: **Anna Mougla**  
Original Soundtrack: **Frédéric Sanchez**  
Animations: **Francisco Bianchi**  
Contributors: **Jean-Pierre Blanc, Pascale Mussard, Elea Iegagneux, Laurent Lebon, Adel Abdessemed, Olivier Gabet, Sophie Bramly, Paul Audi, François Chaignaud, Vincent Huguet, Pierre Yovanovitch, Emilie Hammen, François-Marie Banier, Cécile Briole**  
Cinematography: **Léo Monnet, Adrien Tabardon**



photograph Dora Maar

**CHANEL**  
MAJOR PATRON OF THE CENTENARY



# "LA GARDE-ROBE DE MARIE-LAURE DE NOAILLES RÉINVENTÉE PAR DE GRANDES MAISONS ET DE JEUNES CRÉATEURS DE MODE AU XXI<sup>E</sup> SIÈCLE.

Curated by Émilie Hammen, Scientific and Historical Curator.



Róisín Pierce

As part of the centennial celebrations of Villa Noailles, the exhibition dedicated to the wardrobe of Marie Laure de Noailles explores a lesser-known but entirely unique aspect of her commitment to contemporary creation – her interest in fashion and its designers.

While there are no longer any traces of her wardrobe today, the rich iconography that documents the different stages of her life – painted and photographic portraits, illustrations from fashion magazines – allows us to appreciate its wealth and originality. In a few pieces, in the historical part of Villa Noailles, Marie-Laure de Noailles' wardrobe will come back to life during the International Festival of Fashion and Photography in Hyères, from October 12 to 15 of this year.

Drawing on commissions to historic houses that the Viscountess was a regular customer of, but also celebrating her unique spirit – her penchant for subversive creativity – that runs through her clothing choices, the exhibition also gives carte blanche to young designers and personalities who, for a festival or an exhibition, joined the galaxy of friends of the villa and the spirit of the Noailles.

In essence, it is a wager on the avant-garde that is found in her choices of dresses and coats, as well as hats or jewelry, her festive costumes, and her everyday outfits, all of which are being reinterpreted today to appreciate their essence.

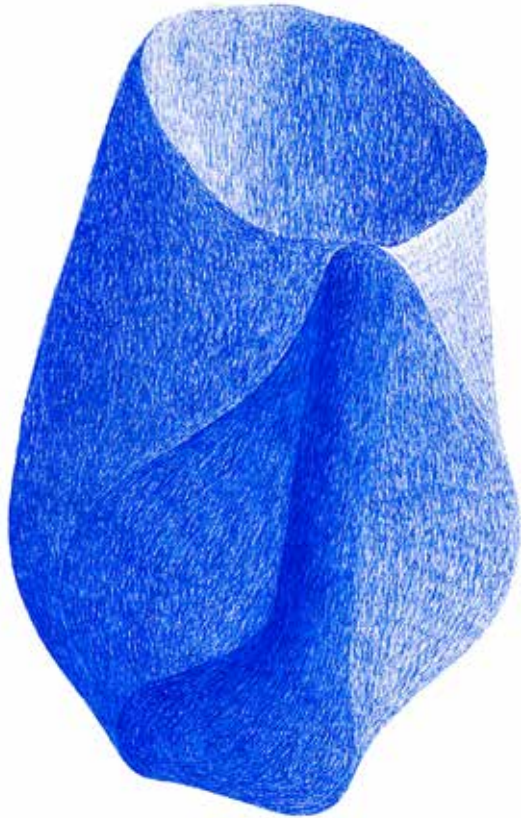
Madame's Chamber, Monsieur's Chamber  
Villa Noailles

List of participating houses:

**CHANEL, Schiaparelli, Lanvin, Viktor & Rolf, Rabanne, Jean Colonna, Charles de Vilmorin, Pigalle, Emma Bruschi, Marit Ilison, Róisín Pierce, Ester Manas, Jean-Paul Lespagnard, Nix Lecourt Mansion**

**CHANEL**  
MAJOR PATRON OF THE CENTENARY

# "REISSUE OF MARIE LAURE'S BOOK, 'THE SQUIRREL'S CHAMBER,' IN COLLABORATION WITH 7L EDITIONS AND SEGHERS EDITIONS.



Engraving for the limited edition of Marie Laure de Noailles' book by Ronan Bourouillec.

## In co-edition with 7L Editions and Seghers Editions, initiated by villa Noailles.

Born in 1902 in Paris, from the French high nobility (direct descendant of the Marquis de Sade) and a family of German Jewish bankers of which she was the sole heiress, Marie Laure Bischoffsheim, along with Viscount Charles de Noailles, whom she married in 1923, formed one of the most flamboyant patron couples of the 20th century. They supported the literary and artistic avant-garde from the early 1920s to 1970, financing several film projects (including Man Ray's 'Les Mystères du château de Dé,' Jean Cocteau's 'Le Sang d'un poète,' and Luis Buñuel's 'L'Âge d'or'), acquiring manuscripts from René Char, Robert Desnos, and Georges Bataille, and amassing a significant collection of both ancient and modern artworks. From their townhouse in the 16<sup>th</sup> arrondissement of Paris to the Clos Saint-Bernard, known as Villa Noailles, which they had built in Hyères by Robert Mallet-Stevens (now reinvented as a national art center), they continually expanded the definition of patronage by exploring all its forms. In addition to her role as a benefactor, Marie Laure de Noailles was the author of

An iconic figure of the arts and letters of the early 20<sup>th</sup> century, a significant and flamboyant patron, Marie Laure de Noailles is an author to rediscover. "La Chambre des écureuils" one of her most beautiful novels, is now published with an introductory text by Dominique Bona of the French Academy: "Secrète Marie Laure".



an astonishing body of work, now forgotten, blending poetry, fiction, and literary essays. 'La Chambre des écureuils,' possibly her most accomplished novel, written in 1946, was published in 1955. In this text, which has been compared to 'Bonjour Tristesse,' she rebelliously portrays an adolescence steeped in a neoclassical Italian universe. With a poetic elegance, 'La Chambre des écureuils' excels in creating an atmosphere filled with sunlight, melancholy, and solitude. Seghers Editions (founded by Karl Lagerfeld in 2001), in collaboration with villa Noailles, are now undertaking to republish this work in a deluxe edition (on fine paper, bound, hardcover, cloth-bound) on the occasion of the centenary of Villa Noailles and the launch of the 38<sup>th</sup> International Festival of Fashion, Photography, and Accessories on October 12, 2023."

*Patron, writer, and painter, Marie Laure de Noailles (1902-1970) published her first text, "Dix ans sur Terre," in 1937. This was followed by around ten novels, poetry collections, and essays, including "La Tour de Babel" (1942), "La Viole d'amour" (1944), "La Chambre des écureuils" (1955), and "Journal d'un peintre" (1966).*

**CHANEL**  
MAJOR PATRON OF THE CENTENARY



FESTIVAL  
PARTNERS

## **CHANEL AND THE 38<sup>th</sup> INTERNATIONAL FESTIVAL OF FASHION, PHOTOGRAPHY AND ACCESSORIES - HYÈRES**

As a Grand partner of the International Festival of fashion, photography and accessories - Hyères since 2014, CHANEL is renewing its support for this major event in the new global creative scene, on the occasion of its 38<sup>th</sup> edition to be held from 12<sup>th</sup> to 15<sup>th</sup> October 2023. For the fourth consecutive year, *le19M* - the new site opened at CHANEL's initiative that brings together eleven Métiers d'art between Paris and Aubervilliers - 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* Métiers d'art Prize, created in 2019, will reward the best collaboration between the ten finalists of the Fashion prize - from eight different countries and selected by the jury chaired by Charles de Vilmorin - and ten houses belonging to the Métiers d'art: Desrues, 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 Métiers d'art of their choice, to be unveiled in 2024, during the next edition of the festival.

This year, the public will be able to discover the work of the three 2022 winners: Valentin Lessner (winner of the *le19M* Métiers d'art Prize), Joshua Cannone (winner of the Grand Prix of the Fashion Accessories Jury) and Jenny Hytönen (winner of the Grand Prix of the Fashion Jury Première Vision) will present the fruits of their collaboration with the Métiers d'art.

CHANEL is also associated with the 7L Photography Grand Jury Prize, 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.

CHANEL is further strengthening its commitment to creation and arts by becoming a major patron of the Villa Noailles' centenary. Throughout the year 2023, numerous events will be taking place both at the Villa Noailles and outside its walls.

## ***le19M AND THE 38<sup>TH</sup> INTERNATIONAL FESTIVAL OF FASHION, PHOTOGRAPHY AND ACCESSORIES - HYÈRES***

For the fourth consecutive year, *le19M* is a Grand Partner of the International Festival of fashion, photography and accessories - 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* Métiers d'art Prize, which awards the best collaboration between the ten fashion designers in competition and ten Houses belonging to the 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 2024, at the 39th edition of the festival.

This year, the creations of Valentin Lessner, winner of the *le19M* Métiers d'art prize in 2022, will be given pride of place alongside those by the winners of the Grand Prix of the Fashion Jury, Jenny Hytönen, and the Grand Prix of the Fashion Accessories Jury, Joshua Cannone.

Through this partnership with the International fashion, photography and accessories Festival - Hyères, *le19M* supports young creatives, affirming its position at the heart of the artistic and societal challenges of fashion.

## The Librairie 7L

We all know the Librairie 7L, founded by Karl Lagerfeld in 1999 at 7 rue de Lille, in the heart of the Carré des antiquaires of Saint-Germain-des-Prés in Paris. Each one of the fine coffee-table books found here has a cover that could be a painting, adhering to the spirit of the art gallery that once stood at this address. Yet behind this bookshop setting, this showcase, is an undreamt-of place that until now was reserved for those in the know. Its entry almost secret, imbued with a sense of privilege.

“Books should be a daily affair. I couldn't live without them. They never disappoint. On the contrary, they help you look at things with renewed pleasure and a wiser eye. That's why they're so important to me.” Karl Lagerfeld

This monumental yet intimate space, a cube bathed in light, still feels inhabited by the spirit of Karl Lagerfeld, who converted it into a photographic studio and library. It reflects his taste for elegant shapes and his concern for a certain art de vivre, as an invitation to draw, write, listen to music, read or leaf through some of the 33,000 books - books about photography, design and music, novels, essays and poems - stacked horizontally and covering the walls, almost like bricks holding up the glass roof. Their titles read like snatches of sentences, punctuated by the vertically placed books, the graphic measures of this literary score.

Since its acquisition by CHANEL (2021), the library, the photo studio and the exhibition room become the setting for a variety of programmes: photography, music, dance, visual arts, readings and theatre. Every month, they are transformed into a Salon de Lecture celebrating the art of living according to Karl. These aesthetic voyages and encounters forge new bonds with 7L's friendly public.

Éditions 7L accompanies this creative movement. Their first publication under this new impetus, *La chambre des écureuils* by Marie Laure de Noailles, co-published with Éditions Seghers to mark the 100<sup>th</sup> anniversary of the Villa Noailles, reflects the spirit of the place.

“CHANEL acquired the building to preserve and revive not only its bookshop, but also this exceptional library. This space, which was dedicated to photographic creation, must remain a space for contemporary creation. This place is unique in the world, reflecting the immense culture and insatiable curiosity of its creator for all the arts.” Bruno Pavlovsky, President of CHANEL SAS and President of 7L.

Ultimately, the goal is to share the impetus emanating from 7L, allowing everyone to feel the vibrancy of this creative desire, open to the most aesthetic of emotions.

## 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 54 workshops and production sites and to developing its network of more than 300 stores in 45 countries. The group employs 20,600 people worldwide, including 12,900 in France, of which nearly 7,000 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 2023

## LVMH

By partnering with the International festival of fashion, photography and accessories - Hyères for the 23<sup>rd</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 ecoresponsibility, supporting professionals with these changes through informative content and its Smart Creation platform, a space showcasing ecodesign, 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.

## **L'ATELIER DES MATIÈRES**

Pioneered by CHANEL in 2018, L'ATELIER DES MATIÈRES is a company with a mission to revalorize obsolete materials and products from the fashion and lifestyle industry.

Firmly entrenched in the circular economy ethos, L'ATELIER DES MATIÈRES collects manufactured textile and leather goods. Selected for their eagerness to embrace these emerging professions and their commitment to social inclusion through employment opportunities, the "valuers" meticulously sort and disassemble these items at their dedicated center in France.

Tailored to each client's specific needs, its Research & Development team spearheads the recycling and eco design process for new materials, which form the basis of L'ATELIER DES MATIÈRES' signature collections of yarns, fabrics and circular materials. L'ATELIER DES MATIÈRES operates in symbiosis with around forty European industrial and academic partners, each an expert in their respective fields of eco-design, upcycling, and recycling.

By fostering a virtuous cycle of destocking, recycling, and sourcing material, L'ATELIER DES MATIÈRES contributes to a more responsible future. This is achieved not only through its clever processes but also by encouraging its advised clients to proactively use and create sustainable and recyclable products from the outset.



## MERCEDES – BENZ

Design is one of Mercedes-Benz' most important success factors and plays a central role in the fashion and automotive worlds. Through 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 unites Mercedes-Benz with the world of fashion and thus with the International Festival of fashion, photography and accessories -Hyères.

For the Festival's 38<sup>th</sup> edition, Mercedes-Benz collaborated with longstanding partners and sustainability experts Orsola de Castro and Tamsin Blanchard (Estethica) to host a sustainability mentorship for the fashion finalists. For the first time, the mentorship was reinforced with a guest mentor, Nanushka's Founder & Creative Director Sandra Sandor, to provide business focused insights. The mentors offered educational resources to guide the designers in integrating responsible practices in their collections, culminating with the Mercedes-Benz Sustainability Prize at the Award Ceremony. This year's finalists were also encouraged to upcycle materials from Mercedes-Benz' materials from decommissioned vehicle into a look of their choice.

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. Through its global fashion engagement, Mercedes-Benz has supported emerging creatives across capitals including Milan, London, New York, Beijing, Sydney, Prague, Istanbul, Berlin, Sri Lanka and Accra.s.Mercedes-Benz remains committed to the sustainable future of luxury design and to the next generation of talent, and is very pleased to partner with the 38<sup>th</sup> international Festival of fashion, photography and accessories – Hyères for the twelfth time.

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#MercedesBenzFashion

## 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.

On a constant quest for meaning, the brand has supported art in its every form over the past few years, in a variety of dazzling collaborations. It regularly spotlights emerging and renowned talents whose poetic worlds echo its own understated approach to fashion. After working with 10 artists to celebrate its 10th anniversary in 2015, and with painter Inès Longévial in 2017, the brand now turns to young French set designers Zoé Piter et Maximilien Pellet, who staged the photo shoots by Hubert Crabières in 2019. Present at the International Festival of fashion, photography and accessories - Hyères since 2017, American Vintage will once again sponsor the 2023 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)

## FEDERATION DE LA HAUTE COUTURE ET DE LA MODE

The Fédération de la Haute Couture et de la Mode (FHCM) brings together the most emblematic French and international design Houses with a focus on creativity and a unique and innovative know-how. The FHCM is both a Professional Organization dedicated to its Members and an Event Organization that coordinates the Paris Fashion Week® and Haute Couture Week. It is composed of three Chambres Syndicales. Thanks to the commitment of the Fashion Houses and relying on its team and experts, the FHCM provides support to its Members on many topics, within the framework of the Paris Fashion Week® and Haute Couture Week, the Emerging Brands Initiative, as well as through the Commissions bringing together its Members and the Professional Branch that it represents.

It also provides regular updates on key issues and news, especially on sustainable development, legislative and regulatory changes, and digital services. It offers training on major CSR issues (certifications, responsible sourcing, product life cycle analysis). It also informs its Members daily of new French and European legislative provisions and their implementation.

The Fédération de la Haute Couture et de la Mode 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 Le DEFI.

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

## DEFI

DEFI is an original hub created in 1984 to support and accelerate the development and transformation of the French fashion industry. DEFI therefore works towards the growth of fashion companies, the protection and development of France's image and attractiveness, the stimulation of digital and technological innovation, the promotion of French manufacturing and savoir-faire, as well as the emergence of responsible fashion. DEFI supports the International Festival of Hyères round tables, Paris Fashion Week®, emerging brands through SPHERE and the ANDAM prize . DEFI is at the heart of the French fashion ecosystem.

## **ALLIANCE FOR EUROPEAN FLAX-LINEN & HEMP**

The Alliance for European Flax-Linen & Hemp is the only European agro-industrial organization that serves as a global reference and brings together all players in the European Flax-Linen and Hemp value chain.

The Alliance for European Flax-Linen & Hemp has a three-fold mission of informing members, brands, and consumers, supporting the European ecosystem and European expertise, and promoting European Flax-Linen and Hemp as the preferred sustainable premium fibers worldwide.

It connects 10,000 businesses in 16 European countries and bases its work on the values of solidarity, innovation, scientific validation, and respect for people and planet.

It strives to increase the international visibility of European Flax-Linen and Hemp, whose technical and environmental properties inspire global creation and open up new opportunities for industrial innovation. It guarantees the traceability of Flax fiber thanks to the EUROPEAN FLAX™ and MASTERS OF LINEN™ certifications.

The Alliance for European Flax-Linen & Hemp is an association founded in 1951. Western Europe is the number one Flaxproducing region in the world [France, Belgium, and the Netherlands account for ¾ of production].

## **GALERIES LAFAYETTE**

Partner of the villa Noailles since 2007, the Galeries Lafayette group supports the 38<sup>th</sup> International Festival of Fashion, Photography and Fashion 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.

Galeries Lafayette, which has been associated with the Première Vision Jury's Grand Prix since 2022, invites the winner 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.

In 2023, to mark the 38th edition of the Festival, Galeries Lafayette is unveiling the Untitled collection created with the 2022 Grand Prix winner, Jenny Hytönen. The collection, which includes 6 pieces, is available at Galeries Lafayette Paris Haussmann, Galeries Lafayette Champs-Élysées and online at [galerieslafayette.com](https://www.galerieslafayette.com).

### **About Galeries Lafayette**

A world-famous, leading French department store, Galeries Lafayette has been the undisputed expert in fashion and events for the past 130 years. It strives 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. Present in the fashion, accessory, beauty, interior decoration, fine foods and catering sectors, the brand is celebrated for its 57-store network in France - including 19 of its own and 38 subsidiarised ones - and ten current and upcoming international stores, its e-commerce website [galerieslafayette.com](https://www.galerieslafayette.com) and its off-price activity Galeries Lafayette L'Outlet.

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

## Major Institutional Partners

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## Major Partners

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# CHANEL *le19M*

## Main Partners

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LVMH

PREMIÈREVISION  
*the art & heart of fashion*



L'Atelier  
des Matières



FÉDÉRATION  
DE LA HAUTE COUTURE  
ET DE LA MODE

DEFI  
LA MODE DE FRANCE

*American Vintage*

*Galeries Lafayette*

## Festival's Partners

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KERING

Première Classe



Alliance for European  
Flax-Linen & Hemp

ICICLE

SHERIFF  
PROJECTS



Givaudan



## Year-round Partners

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puntoseta

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paris

DEBEAULIEU



Centre Diff

Domaine de l'Île  
PORQUEROLLES

FONDATION  
CARMIGNAC

PleinSud



MAKE'S

PLASDOX

bob

Fondation  
d'entreprise  
Bernard  
Ricard

SAY WHO

VAR TOURISME

RÉGION  
SUD  
COMITÉ  
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