

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

COMPETITION RESULTS

EXHIBITIONS  
UNTIL

14.01.2024

# villa Noailles

## DIRECTION

**Pascale Mussard**  
President

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

**Magalie Guérin et Julie Liger**  
Deputy directors

**Saïd Berkane**  
Secretary general

**Franca Leguennec**  
General Administration

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*High-definition images available in the press area of the website, password upon request from the press offices.*

## DIRECTION ARTISTIQUE ET CONCEPTION DES DÉFILÉS

**Maida Gregory-Boina**  
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**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

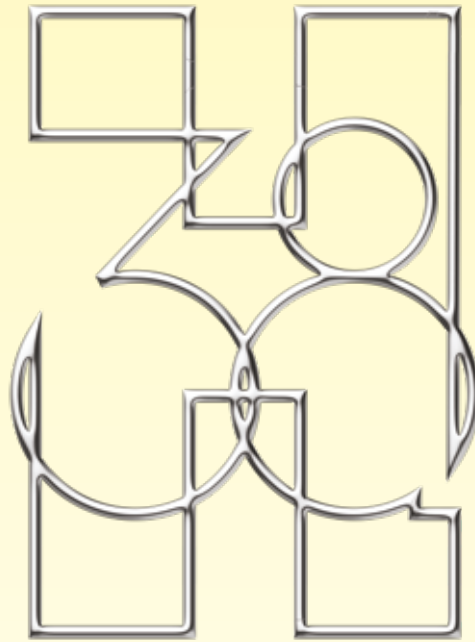
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# 38<sup>E</sup> FESTIVAL INTERNATIONAL DE MODE, DE PHOTOGRAPHIE, ET ACCESSOIRES, HYÈRES 12—15 OCT. 2023 EXPOSITIONS JUSQU'AU 14 JAN.



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...

# 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.



# FASHION COMPÉTITION

# 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 Première 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.

GRAND PRIX OF THE JURY  
PREMIÈRE VISION

# IGOR DIERYCK

BELGIUM

*Yessir*

UNISEX

Collection produced with the support of  
PREMIÈRE VISION : LABELS & THINGS – L&T CAPS,  
LIBECO, BEPPETEX, RIFRA NASTRI,  
L'ALLIANCE DU LIN ET DU CHANVRE EUROPÉENS  
MERCEDEZ-BENZ  
SUPIMA  
ATELIER AYMERIC LE DEUN



Portrait, Luc Bertrand  
Photographie du défilé : Arnel de la Gente

## GRAND PRIX OF THE JURY PREMIÈRE VISION

A Festival partner since 2011, Première Vision is sponsoring the Grand Prix of the Jury for the 13<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.



# THE LE19M MÉTIERS D'ART PRIZE

## IGOR DIERYCK

BELGIUM

**Yessir**

UNISEX

LEMARIÉ



Portrait, Luc Bertrand  
Photographie du défilé : Arnel de la Gente

## 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.

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.

# MERCEDES-BENZ SUSTAINABILITY PRIZE

## PETRA FAGERSTROM SWEDEN



Portrait, Luc Bertrand  
Photographie du défilé : Arnel de la Gente

## **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.

L'ATELIER DES MATIÈRES PRIZÉES

**PETRA  
FAGERSTROM**  
SWEDEN



Portrait, Luc Bertrand  
Photographie du défilé : Arnel de la Gente



## **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.

# PUBLIC PRIZE - CITY OF HYÈRES

## IGOR DIERYCK

BELGIUM

*Yessir*

UNISEX

Collection produced with the support of  
PREMIÈRE VISION : LABELS & THINGS – L&T CAPS,  
LIBECO, BEPPETEX, RIFRA NASTRI,  
L'ALLIANCE DU LIN ET DU CHANVRE EUROPÉENS  
MERCEDEZ-BENZ  
SUPIMA  
ATELIER AYMERIC LE DEUN



Portrait, Luc Bertrand  
Photographie du défilé : Arnel de la Gente

# FASHION GRANTS

- As official partner of the Hyères Festival, **SUPIMA** will lend its support to this year's finalists of the "fashion" section contest with a donation of SUPIMA cottons. All finalists using SUPIMA cotton will have one of those looks presented at the SUPIMA DESIGN LAB online 2021 Event during or around the time of the Ready-to-Wear Paris Fashion Week in October.

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

- During Paris Fashion Week, **Première 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.





# PHOTOGRAPHY COMPÉTITION

# 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.

# 7L PHOTOGRAPHY GRAND JURY PRIZE

THADDÉ  
COMAR  
FRANCE - SWITZERLAND

*How was your Dream?*



Portrait, Luc Bertrand

## 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 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 Grand Prix of the Photography jury 7L will be offered an exhibition of his work at the villa Noailles during the following year's Festival.

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



# AMERICAN VINTAGE PHOTOGRAPHY PRIZE

SOULEYMANE  
BACHIR DIAW  
SENEGAL



Portrait, Luc Bertrand

## **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.

# PUBLIC PRIZE - CITY OF HYÈRES

**KIN  
COEDEL**  
HONG KONG  
*Dyal Thak*



Portrait, Luc Bertrand



# ACCESSORIES COMPETITION

# 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.

# GRAND PRIX OF THE ACCESSORIES JURY

## GABRIELLE HUGUENOT SUISSE

JEWELLERY, SHOES AND BAGS

**Artificial Flowers**  
**Need Water, Still**



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

Portrait, Luc Bertrand

SPECIAL MENTION OF THE  
ACCESSORIE JURY

# CHRISTIANE SCHWAMBACH

GERMANY

BAGS

**Fragment**



Portrait, Luc Bertrand



# HERMÈS FASHION ACCESSORIES PRIZE

VICTOR  
SALINIER  
FRANCE



Portrait, Luc Bertrand

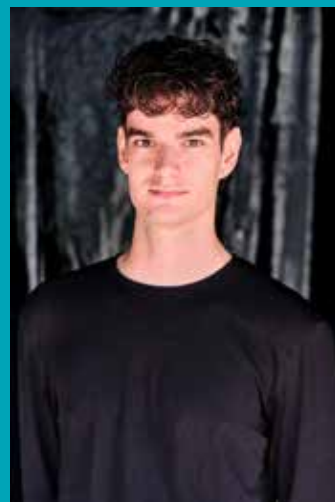
## **HERMÈS FASHION ACCESSORIES PRIZE**

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.

# BLIC PRIZE - CITY OF HYÈRES

VICTOR  
SALINIER  
FRANCE

BAGS  
**KATIE**



Portrait, Luc Bertrand

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



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



# 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* CHANEL 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 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.

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 39<sup>th</sup> 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 Reading Room 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.

Follow @MercedesBenz  
#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 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 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 38<sup>th</sup> 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

diptyque  
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  
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