

villa Noailles

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Find the complete program on the website **villanoailles.com**

follow us on social medias







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



The 39th edition of the International festival of fashion, photography and accessories - Hyères, will take place between Thursday 10th and Sunday 13th October 2024 at the villa Noailles. The exhibitions will be open to the public until January 2025. 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, 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 domains: financing, production, workmanship, materials, production, legal, media, exhibitions, workshops and residencies.

Once again in 2024, the faithful partners of the Festival are committed to support the next generation of designers: CHANEL, *Ie*19M, the 7L Bookstore, Première Vision, LVMH, Hermès, Mercedes-Benz, American Vintage, la Fédération de la Haute Couture et de la Mode, DEFI, Group Galeries Lafayette, L'Atelier des Matières, Sheriff Projects, Kitten, Alliance For European Flax-Linen & Hemp, Kering, Sterling International...

3 Competitions

FASHION COMPETITION PRIZES

GRAND PRIX OF THE JURY PREMIÈRE VISION

Ie19M MÉTIERS D'ART PRIZE

MERCEDES-BENZ SUSTAINABILITY PRIZE

L'ATELIER DES MATIÈRES PRIZE

PUBLIC PRIZE OF THE CITY OF HYÈRES

PHOTOGRAPHY COMPETITION PRIZES

7L PHOTOGRAPHY GRAND JURY PRIZE

AMERICAN VINTAGE PHOTOGRAPHY PRIZE

PUBLIC PRIZE OF THE CITY OF HYÈRES

ACCESSORIES COMPETITION PRIZES

GRAND PRIX OF THE ACCESSORIES JURY

HERMÈS FASHION ACCESSORIES PRIZE

PUBLIC PRIZE OF THE CITY OF HYÈRES



Fashion Competition

Jury

Nicolas Di Felice.

PRESIDENT OF THE FASHION JURY AND GUEST OF HONOR, ARTISTIC DIRECTOR, COURREGES

Laura Arquelles

DIRECTOR OF THE TEXTILE DEPARTMENT, MAISON LESAGE PARIS

Marine Brutti

ARTIST, CO-FOUNDER OF THE COLLECTIVE (LA)HORDE, CO-DIRECTOR OF THE BALLET NATIONAL DE MARSEILLE

Jeanne Cadieu

MODEL

Marie Chaix

STYLIST, CONSULTANT

Piergiorgio Del Moro

CASTING DIRECTOR, DMCASTING

Carlijn Jacobs

PHOTOGRAPHER

Theo Mercier

SCULPTOR AND STAGE DIRECTOR

Mel Ottenberg

EDITOR-IN-CHIEF, INTERVIEW MAGAZINE, STYLIST

Igor Dieryck

PREMIÈRE VISION GRAND JURY GRAND PRIZE 2023

Finalists

Romain BICHOT

BELGIUM

Doley ELRON

ISRAEL

Logan GOFF

USA

Gaëlle LANG HALLOO

FRANCE

Fabian KIS-JUHASZ

HUNGARY

Victor KOEHLER et Victoria BAIA

FRANCE

Tal MASLAVI

ISRAEL

Julie MOULY-POMMEROL

FRANCE

Lilian NAVARRO

FRANCE

Kenshiro SUZUKI

JAPAN

Nicolas Di Felice

President of the fashion jury and guest of honour



September 2020—Courrèges appointed Nicolas Di Felice at the head of the House's Artistic Direction. "I've always dreamed of Courrèges, with its radical and enveloping universe. It is a house which meansna lot to me and in which I see myself. Its simplicity, clarity, not to mention its optimism—I am honoured to keep these values alive, and I hope to do so with as much passion and enthusiasm as the House's founder" said Nicolas Di Felice. Originally from Belgium, Nicolas Di Felice studied at La Cambre in Brussels, then worked for almost 12 years at Balenciaga, Dior and Louis Vuitton.

GRAND PRIX OF THE JURY PREMIÈRE VISION

Dolev Elron

Israel

Casual Turbulence

Menswear

Collection produced with the support of le19M, en collaboration avec Ateliers de Verneuil-en-Halatte et la Maison Lesage Première Vision: Les Teintures De France, Frizza, Action Maille, Luxury Jersey, Emmetex Etichettificio, Berto Industria Tessile, YKK ITALIA S.p.A.

L'Atelier des Matières



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

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 12th 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.
- a grant of 20,000 euros from CHANEL, for a collaborative project with one or several Maisons d'art resident at *le*19M, to be unveiled in 2025, at the 40th edition of the festival.
- an allocation of fabrics and dedicated support from Alliance for European Flax- Linen & Hemp to create one or several silhouettes.
- 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 Première Vision winner.
- Sterling International 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.

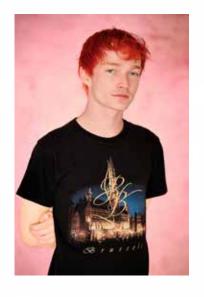
le 19M MÉTIERS D'ART PRIZE

Romain Bichot
Belgium

Call me if you get lostUnisex

In collaboration with

Lemarié





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

Fashion Prizes

le 19M MÉTIERS D'ART PRIZE

Grand Partner of the International festival of fashion, photography and accessories - 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 Maisons d'art and manufactures belonging to the ecosystem of CHANEL and *le*19M: Ateliers de Verneuilen-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 40th edition of the festival. In 2024, the Maison d'art Lesage, specialized in embroidery and weaving, celebrates its centenary. To mark the occasion, the Maison will be in the spotlight at the Hyères Festival, celebrating the exceptional skills of embroidery craftsmen, designers and textile artists in France and India.

The name of this prize changed up in 2020 to become 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 seven 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

Logan Monroe Goff USA





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

Fashion Prizes

MERCEDES-BENZ SUSTAINABILITY PRIZE

A partner since 2012, Mercedes-Benz is proud to continue supporting the next generation of fashion design 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 industry. Selected by the Festival d'Hyères Fashion Jury, the finalist who best incorporates sustainable methods into the showcased collection, 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 PRIZE

Romain Bichot Belgique





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

Fashion Prizes

L'ATELIER DES MATIÈRES PRIZE

For the third year running, L'Atelier des Matières is a partner of the International festival of fashion, photography and accessories – Hyères, which celebrates its 39th edition in 2024.

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.

SPECIAL JURY MENTION

Tal Maslavi Israël

Sugar RushCollection Homme

Collection produced with the support of le19M, en collaboration avec la Maison Lesage Première Vision : Orta, Les Teintures de France by Serge H., Emmetex Etichettificio Supima L'Atelier des Matières





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

PUBLIC PRIZE - CITY OF HYÈRES

Gaëlle Lang HallooFrance

Abseits

Menswear Collection produced with the support of le19M, en collaboration avec Paloma et la Maison Lesage L'alliance du Lin et du Chanvre européens et le soutien de ses adhérents The Alliance for European Flax-Linen and Hemp and the support of its members Lineaesse Tessuti, Riopele Texteis, Tessuti di Sondrio Première Vision: LINEASSE, RIOPELE, TESSUTI DI SONDRIO, Olmetex, **Emmetex Etichettificio** Supima Atelier Aymeric Le Deun L'Atelier des Matières

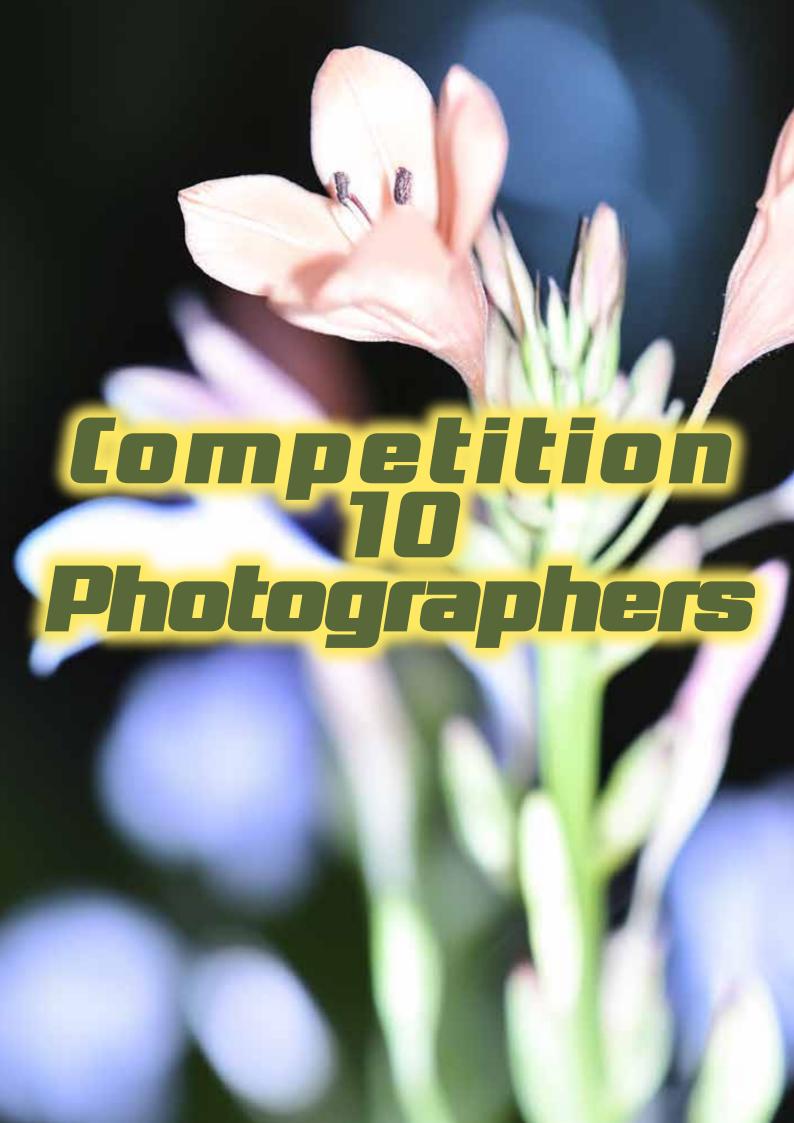




Portrait, Luc Bertrand Photographie du défilé : Arnel de la Gente

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.
- **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 Competition

Jury

Coco Capitán

PRESIDENT OF THE PHOTOGRAPHY JURY AND GUEST OF HONOR, PHOTOGRAPHER, ARTIST

Simon Baker

DIRECTOR, MEP, PARIS

Paula Canovas Del Vas

ARTISTIC DIRECTOR, PAULA CANOVAS DEL VAS STUDIO

Juan (osta Paz

CREATIVE DIRECTOR, CONVOY

John McCarthy

PRINT DIRECTOR, LABYRINTH PHOTOGRAPHIC PRINTING

Michael Famighetti

EDITOR-IN-CHIEF, APERTURE

Coralie Gauthier

HEAD OF COMMUNICATION AND PROGRAMMATION, 7L

Jean-Kenta Gauthier

FOUNDER, JEAN-KENTA GAUTHIER GALLERY

Cécile Poimboeuf-Koizumi

DIRECTOR AND CO-FOUNDER, CHOSE COMMUNE

Thaddé Comar

7L PHOTOGRAPHY GRAND JURY PRIZE HYÈRES 2023

Finalists

Clément Boudet

France

Julie Bourges

France

Nicolai Chau

China

Kayla Connors

Switzerland

Thomas Duffield

United Kingdom

lgor Furtado

Brasil

Daria Svertilova

Ukraine

Laurence Kubski

Switzerland

Basile Pelletier

France

Arhant Shrestha

Nepal

Coco Capitán

President of the photography jury and guest of honour



Coco Capitán (b. 1992, Seville, Spain) lives and works in London. She completed her Master of Fine Arts with Honours in the field of Photography at the Royal College of Art, London, in 2016. Her art practice straddles the fine art and commercial art worlds, and includes photography, painting, installation and prose. Recent solo shows include NAÏVY: in fifty (definitive) photographs at Maximillian William Gallery (London, 2023), Who Art Thou at Yvon Lambert (Paris, 2023), Ookini (Kyoto, 2023), NAÏVY: in fifty (definitive) photographs at Parco Museum (Tokyo, 2022), Naïvy at Maximillian William Gallery (London, 2021), Busy Living: Everything with Everyone, Everywhere, All of the Time at the Maison Européenne de la Photography (Paris, 2020), and Is It Tomorrow Yet? at Daelim Museum (Seoul. 2019). Her work is held in the collections

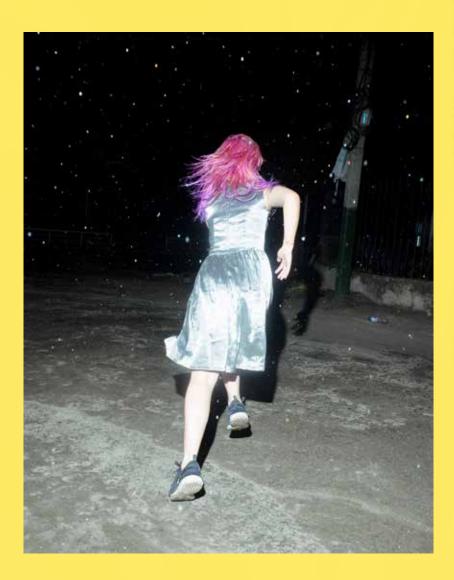
of the Maison Européenne de la Photography, Paris and Huis Marseille, Museum for Photography, Amsterdam. She has published several books, among them Naïvy, If You've Seen It All Close Your Eyes, Naivy in 50 (Definitive) Photographs and Middle Point Between my House and China. Her commercial clients include Gucci, Lacoste, Belmond, APC, COS, Benetton, Nike, Samsung and Dior. Her work has appeared in publications such as the New York Times Magazine, the British Journal of Photography, Dazed, Le Monde, El Pais, Document Journal and Vogue. She has been a guest speaker for Cambridge University, Royal College of Art, Oxford University, Manchester School of Art, London Southbank University and Aalto University, among others. Coco Capitan produced a photographic series at the villa Noailles in 2016, at the invitation of Julien Dossena - artistic director of Rabanne - for A Magazine, then took part in the Love My Way exhibition organized by the art center in 2019.

7L PHOTOGRAPHY GRAND JURY PRIZE

Arhant Shrestha Nepal

Between Space and Memory





Photography Prizes

2L PHOTOGRAPHY GRAND JURY PRIZE

Since the 2023 edition, 7L has supported the winner of the 7L Photography Grand Jury Prize with:

-the creation of a book co-published by Éditions 7L, Atelier EXB and the villa Noailles;

-the organization of a book launch event featuring an exhibition during Paris Photo at 7L.

The winner of the 7L Photography Grand Jury Prize is also awarded an exhibition of their work at the villa Noailles during the following year's Festival.

The 7L Bookstore was founded in 1999 by Karl Lagerfeld in Paris. 7L stands for 7, rue de Lille, in the 7th arrondissement of Paris. "I love this place so much that it's part of me," said the great couturier, an insatiable seeker of beauty and knowledge. Acquired in 2021 by the House of CHANEL, 7L celebrates its founder's unconditional love for books and photography. It includes a bookstore dedicated to the latest publications in visual arts, a cultural programme named *Correspondances* inspired by his personal library, as well as the Éditions 7L.

Éditions 7L was launched in 2001 by Karl Lagerfeld with the desire to publish works that echoed his world of friendships, primarily in photography and fashion (Grace Coddington, Roni Horn, Fran Lebowitz...), or to reissue rare books (Moï Ver Paris, The Japanese Box), with a strong focus on the production quality of the book as an object. Between 2001 and 2019, Éditions 7L published around fifty books, in collaboration with Steidl.

CHANEL partners with the 7L Photography Grand Jury Prize, offering a grant of 20,000 euros to the winner.

AMERICAN VINTAGE PHOTOGRAPHY PRIZE

Basile Pelletier

France





Portrait, Luc Bertrand

Photography Prizes

AMERICAN VINTAGE PHOTOGRAPHY PRIZE

For the eighth 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.

SPECIAL JURY MENTION

Thomas DuffieldUnited Kingdom

Poppy Promises

the special mention of the photography jury is endowed with:

John McCarty to accompany Thomas Duffield as he learns color hand printing at Labyrinth photographic printing.





PUBLIC PRIZE - CITY OF HYÈRES

Clément BoudetFrance

Miroir

The winner will be offered a residence at the villa Noailles, workshops for children at the Pitchouns 2024 Festival and prints of his next series by our partner Sheriff Projects.





Photography Grants

SHERIFF PROJECTS renews its partnership with the International Hyères Festival for a third consecutive year, taking charge of the production of prints for the finalists in the Grand Prix de la Photographie, via its Fine Art laboratory.

SHERIFF PROJECTS reaffirms its commitment and support to emerging talents in the creative industries, by offering prizewinners comprehensive, personalized support.

SHERIFF PROJECTS is a committed global technical production and post 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 third consecutive year.

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



Accessories Competition

Juru

Achilles Ion Gabriel

PRESIDENT OF THE ACCESSORIES JURY AND GUEST OF HONOR, CREATIVE DIRECTOR, CAMPER, CAMPERLAB AND ACHILLES ION GABRIEL

Imruh Asha

STYLIST, FASHION DIRECTOR OF DAZED MAGAZINE

Alice Bouleau

HEAD OF CREATIVE POLE, STERLING INTERNATIONAL

Maria Korkeila

DESIGN DIRECTOR AT ACHILLES ION GABRIEL / RTW DESIGNER AT CAMPERLAB

Cecilia Llorens Bobadilla

PRODUCT DIRECTOR, CAMPER

Krzysztof Lukasik

DESIGN DIRECTOR, BOTTEGA VENETA

Kito Muñoz

PHOTOGRAPHER

Harry Nuriev

DESIGNER D'INTÉRIEUR ET DE MOBILIER, CROSBY STUDIOS

Robert Williams

LUXURY EDITOR, BOF

Gabrielle Huguenot

ACCESSORIES GRAND JURY GRAND PRIZE HYÈRES 2023

Finalistes

Clara Besnard

France

Chiyang Duan

China

Angèle Carrion

France

Camille Cireddu

France

Louna Clozel

France

Camille Combremont

Switzerland

Julianne Courtois

France

Maria Nava

Mexico

Eunji Oh

Belgium

Lucien Vanteu

France-Switzerland

Achilles Ion Gabriel

Président of the accessories jury and guest of honour



Achilles ion gabriel is a finnish-born designer. He studied footwear design in finland before launching his namesake shoe label in 2012 in paris while consulting for brands such as marni, sunnei and marimekko.

He was appointed creative director of camperlab in june 2019 and camper in august 2020 and was awarded designer of the year at the 2022 premios icon ceremony by icon el país in madrid. In addition to his ongoing role with camper and camperlab, 2024 sets the beginning of a new endeavour and the launch of a new paris-based namesake brand achilles ion gabriel, designing gender-neutral ready to wear, footwear and accessories.

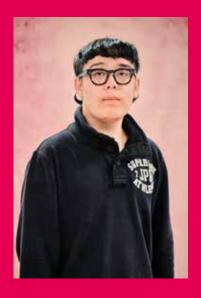
Achilles ion gabriel was invited to show his debut collection in florence as debut collection pitti uomo 105 on january 11, 2024.

He works from the camper hq in mallorca and from paris.

GRAND PRIX OF THE ACCESSORIES JURY

Chiyang Duan
China

The distorted Objects
Eyewear and bags





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.

The new collection will be exhibited at the Villa Noailles for the 40th Hyères Festival in 2025.

HERMÈS FASHION ACCESSORIES PRIZE

For the fifth 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 knowhow, innovative craftmanship 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 a leather fashion jewelry or belt designed with sleeping materials. This follows previous years where the prize was awarded for the conception of a fashion jewelry in 2020, a pair of gloves in 2021, a belt in 2022 and a leather fashion accessory in 2023.

HERMÈS FASHION ACCESSORIES PRIZE

Clara Besnard France





SPECIAL JURY MENTION

Camille Combremont

Switzerland

Bivouac

The special mention of the accessories jury is endowed with: Camper invites the winner of the special mention to a residency at the brand's headquarters in Mallorca.





PUBLIC PRIZE - CITY OF HYÈRES

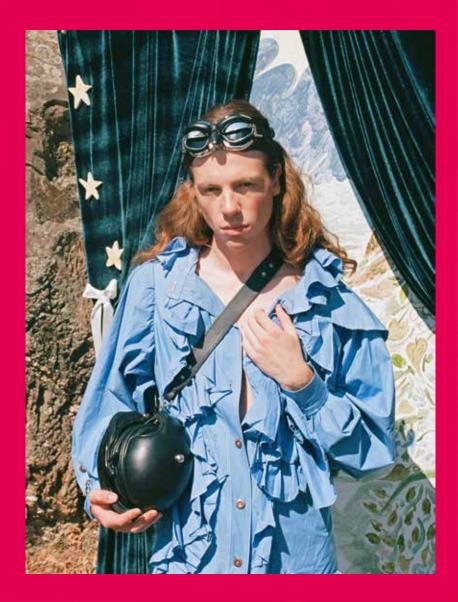
Maria Nava Mexico

Spectral ObjectsBag, eye accessories, chest piece

and shoes

Collection produced with the support of Première Vision: Adapta, Emmetex Etichettificio





Accessories Grant

ADC - Au-Delà du Cuir As part of its mission to identify creative talent as early as possible and help them implement their projects, ADC has decided to work closely with the Festival and will support the candidates in the Accessories Competition to prepare them to present their creative projects. For this collaboration between ADC and Le Festival d'Hyères, each candidate will have the opportunity to challenge his or her project during a coaching session with the incubator and a number of Laureates/ADC. The winner of the Accessories Prize will benefit from 360° personalized support, will take part in several events in the Laureate/ADC program and will have the opportunity to exhibit his or her creations in the ADC Showroom

Trophies of the winners made by Desrues

VICTOR Marqué
TROPHY REPRESENTATION OF THE WINNERS
ENAMELLED CERAMIC PLAQUE, 2024/30 × 20 CM
SPECIAL COMMISSION FROM VILLA NOAILLES.





CHANEL AND THE 39th 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 39th edition to be held from 10th to 13th October 2024. For the fifth consecutive year, *Ie*19M - 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 *Ie*19M are thus both extending their commitment to the preservation and development of historic fashion savoir-faire.

The *le*19M Métiers d'art Prize, created in 2019, will reward the best collaboration between the ten finalists of the Fashion prize — selected by the jury chaired by Nicolas Di Felice — and ten houses belonging to the Métiers d'art: Desrues, Ateliers de Verneuilen-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 2025, during the next edition of the festival.

This year, the public will be able to discover the work of the 2023 winners: Igor Dieryck (winner of the Grand Prix of the Fashion Jury Première Vision and winner of the *l*e19M Métiers d'art Prize) and Gabrielle Huguenot (winner of the Grand Prix of the Fashion Accessories Jury).

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.

Ie19M AND THE 39TH INTERNATIONAL FESTIVAL OF FASHION, PHOTOGRAPHY AND ACCESSORIES - HYÈRES

For the fifth consecutive year, *l*e19M 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 *le*19M. A monumental architectural complex designed by Rudy Ricciotti, *le*19M brings together eleven of the Métiers d'art.

This venue gives its name to the *le*19M 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 2025, at the 40th edition of the festival.

This year, the creations of Igor Dieryck, winner of the *l*e19M Métiers d'art prize in 2023, will be featured alongside those of Grand Prix of the Fashion Accessories Jury, Gabrielle Huguenot.

Through this partnership with the International festival of fashion, photography and accessories - Hyères, *le*19M supports young creatives, affirming its position at the heart of the artistic and societal challenges of fashion.

The 7L: A Bookstore, a Cultural Programme for Contemporary Creation, and a Publishing House

"Books should be a daily affair. I couldn't live without them. They never disappoint. On the contrary, they help us see things with renewed pleasure and a more discerning eye. That's why I find them so important." — Karl Lagerfeld

Founded in 1999 by Karl Lagerfeld, the 7L Bookstore is dedicated to the latest publications in visual arts (photography, architecture, design, lifestyle, fashion, and gardens).

Located at 7, rue de Lille, in the 7th arrondissement of Paris, in the heart of the Carré des Antiquaires—a district where collectors, decorators, and architects coexist—every visitor who steps through the doors of the 7L Bookstore is welcomed into a vibrant space that perpetuates the eclecticism and curiosity of its creator.

The 7L Bookstore was acquired by CHANEL in 2021.

"CHANEL acquired this place to preserve and revive not only the bookstore but also this exceptional library. This space, once 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.

The 7L spans 700 square meters, encompassing three activities: the bookstore, in situ creation at the heart of the library, and 7L Editions.

The bookstore is a public space, while the library, formerly Karl Lagerfeld's photo studio, remains a private space dedicated to the circle of Friends of 7L (Salon 7L). It has regained its function as a place of creation through various forms of expression centered around books, brought together in a cultural programme called *Correspondances* (featuring nearly 30 events throughout the season covering several disciplines: theater, reading and performance, dance, and photography), and a monthly reading salon celebrating Karl Lagerfeld's art of living.

Revived in 2023, 7L Editions aim to publish works reflecting and celebrating the eclectic spirit of their founder, Karl Lagerfeld, ranging from literature to photography, fashion, and design.

"I like the idea of a very diverse catalog. I am guided in my choices only by my insatiable curiosity and my countless interests." — Karl Lagerfeld

Dormant since the passing of Karl Lagerfeld, 7L Editions came back to life during the centenary of villa Noailles in October 2023, with the publication of **Marie Laure de Noailles**' novel *La Chambre des écureuils*, co-published with Seghers Editions. Villa Noailles was dear to Karl Lagerfeld, so it was natural for this new chapter of the editions to accompany the reissue of the little-known work of this renowned patron. This collaboration continues with the publication of two of her literary essays in this collection, *Journal d'un peintre* followed by *Lettres provençales*.

The 7L Editions catalog is also enriched with the release of *Triptyque*, a catalog by **Ronan Bouroullec** that offers a perspective on three of his exhibitions organised as part of the Design Parade Toulon in 2023, as well as **Xavier Veilhan**. *Chanel Haute Couture Shows*, a book conceived with Flammarion Editions, which retraces the artist's collaboration on three CHANEL Haute Couture shows.

Finally, 7L Editions, in collaboration with Atelier EXB, launched the 7L Photography Grand Jury Prize collection, offering a reflection on contemporary photography and showcasing the works of the winners of the International festival of fashion, photography and accessories – Hyères at villa Noailles. **Thaddé Comar**, the 2023 winner, is the first guest of this collection and published *Aujourd'hui*.

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 60 production and training sites and to developing its network of next to 300 stores in 45 countries. The group employs 23,200 people worldwide, including 14,300 in France, of which nearly 7,300 are craftspeople*. 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, education, training and the transmission of savoir-faire, biodiversity, and the preservation of the environment.

* As of 1st January 2024

LVMH

By partnering with the International festival of fashion, photography and accessories - Hyères for the 24th 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/

<u>PREMIÈRE VISION</u>

Nourishing, inspiring, and decoding trends for fashion professionals. Première Vision is a creator of meetings and business opportunities for all industry players—designers, stylists, executives—who come here to create and design their future collections. Twice a year, through its flagship event, Première Vision Paris, the show initiates professional connections and strengthens creative synergies between brands, fashion designers, and the most innovative international companies in the sector: spinners, fiber producers, weavers, tanners, designers, accessory and component manufacturers, and garment makers.

A business rendezvous, the event is also an exceptional source of inspiration, delivering forward-looking and cutting-edge fashion information across several dedicated spaces, offering a comprehensive view of trends and seasonal directions through a selection of key products.

Committed to the eco-responsible shift in the industry, Première Vision supports professionals in this transition through informative content and its «a better way» program.

Première Vision supports creation and promotes craftsmanship, as exemplified by its partnership since 2011 with the International Festival of Fashion, Photography, and Accessories in Hyères.

ABOUT GLEVENTS' FASHION DIVISION

With its 19 trade shows and events per year, GL events' Fashion division includes Première Vision, Tranoï, and Fashion Source. Its ambition is to develop a unique hub of events and services to address the new challenges of the fashion market in France and internationally. The Fashion division is at the heart of creation, offering a platform for dialogue and debate for all players in the creative sector.

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 responsible luxury. The mutual ambition for exclusive materials, first-class craftsmanship and iconic design appeals to all senses of a discerning clientele; uniting Mercedes-Benz with the world of fashion and thus with the International Festival of fashion, photography and accessories - Hyères.

The 39th Festival d'Hyères marks the 5th edition of the Mercedes-Benz Sustainability Mentorship, once again hosted bylongstanding partners and sustainability experts Orsola de Castro and Tamsin Blanchard (Estethica). The mentors offered educational resources to guide the fashion finalists in integrating responsible practices in their collections, culminating with the Mercedes-Benz Sustainability Prize at the Award Ceremony.

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. 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.

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 International Festival of fashion, photography and accessories – Hyères for the thirteenth time.

Follow @MercedesBenz#MercedesBenzFashion

AMERICAN VINTAGE

Inspired by the United States, Michael 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

FEDERATION DE LA HAUTE COUTURE ET DE LA MODE

The Fédération de la Haute Couture et de la Mode (FHCM) brings together the most renowned luxury and creative fashion Houses worldwide and the most talented emerging brands. The FHCM has a dual mission: firstly, that of a Professional Organisation. As such, the FHCM plays an active role in the professional fashion ecosystem and represents the interests of its Members to the French public authorities and European institutions, in the context of the development and implementation of legislative and regulatory provisions. This is achieved in particular through five commissions bringing together its Members. Secondly, as an Events Organisation with Paris Fashion Week® and Haute Couture Week, for which it structures the Official Calendars and adjacent activities. In this way, it aims to consolidate Paris' position as the world's fashion capital. It has also set up the SPHERE - Emerging Brands Initiatives programme to structure, coordinate and consolidate its actions in support of young designers. Since 2003, the Fédération de la Haute Couture et de la Mode has been a partner of the Hyères Festival. Every year, it organises 'Les Rencontres Internationales de La Mode à Hyères', with the support of the DEFI, and the participation of French Touch. 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 24 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 3/4 of production].

GROUP GALERIES LAFAYETTE

Partner of the villa Noailles since 2007, the group Galeries Lafayette group supports the 39th 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 Galeries Lafayette 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.

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.

To mark the 39th edition of the Festival, Galeries Lafayette is unveiling the capsule collection, created with Igor Dieryck, the 2023 Grand Prix winner. The collection, which includes five pieces made from cable knit fabric, is available at Galeries Lafayette Paris Haussmann, Galeries Lafayette Champs-Elysées and online at 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 thanks to its 57-stores network (46 stores in France and 11 current and upcoming international stores) its e-commerce website galeries lafayette. com and its off-price activity Galeries Lafayette L'Outlet.

More information on galerieslafayette.com, Facebook and Instagram (@galerieslafayette).

Les Teintures de France

Les Teintures de France stands out primarily for its artisanal expertise and its family-oriented nature. Under the artistic direction of Serge Haouzi, accompanied by his wife and two daughters, the company is also supported by his partner, Thierry Azerad. Specializing in textile finishing, Les Teintures de France offers a wide range of services, including dyeing in all its forms, incorporating natural processes as well as innovative technologies such as digital printing, laser cutting and printing, 3D printing, along with washing and ozone treatments.

The company highlights its unique expertise across all types of textiles. Soon, with the opening of a new sewing workshop, Les Teintures de France will also offer custom-made manufacturing, entirely produced in France.

ADC

ADC (Au dela du Cuir) est l'incubateur de la filière française du Cuir dont la mission est de soutenir et faciliter l'émergence des nouvelles marques d'accessoire françaises

ADC est une association fondée en 2012, à l'initiative du Conseil National du Cuir et de la Fédération Française de la Chaussure, rapidement rejoint par la Fédération de la Maroquinerie et financée à 95% par la Taxe fiscale affectée collectée par CTC. C'est l'outil filière d'accélération pour les TPE innovantes et prometteuses, piloté aujourd'hui par Virginie Trento, sa directrice générale, experte en développement stratégique de marque de Mode.

La mission principale:

Dynamiser l'entreprenariat de la filière française du cuir – Accompagner et Faire Grandir les TPE de la filière en les accompagnants sur tous les piliers de la construction d'une marque (posture entrepreneuriale, finance, marketing, distribution, produit, sourcing, création etc...) en termes de consulting et apports d'expertise, auquel s'ajoutent également un volet subventions pour les entreprises lauréates et du mentoring.

ADC bénéficie d'un lieu central à Paris, qui facilite le networking et les échanges : Le Showroom est situé au 64 reu de Clérv.

L'objectif d'ADC à travers son Programme Lauréat ADC est de trouver et d'accompagner les champions (leaders) de la filière de demain. **Ce dispositif innovant est gratuit** pour les marques sélectionnées chaque année par un Jury d'experts.

Major Institutional Partners











Major Partners

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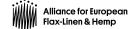


Festival's Partners



Premiere Classe





















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