

33<sup>rd</sup> INTERNATIONAL FESTIVAL  
OF FASHION, PHOTOGRAPHY  
AND FASHION ACCESSORIES  
IN HYÈRES

APRIL 26 – 30, 2018

EXHIBITIONS  
UNTIL MAY 27

**PRESS RELEASE**

Competition awards

N villa  
oailles Hyères  
centre d'art  
d'intérêt national

33<sup>e</sup> FESTIVAL INTERNATIONAL DE MODE, DE PHOTOGRAPHIE ET D'ACCESSOIRES DE MODE À HYÈRES  
26-30 AVRIL 2018 \* EXPOSITIONS JUSQU'AU 27 MAI

The 33rd edition of the international festival of fashion, photography and fashion accessories at Hyères took place at the villa Noailles between April 26th to 30th 2018. The exhibitions will run until May 27th, 2018. The Festival directed by Jean-Pierre Blanc and resided by Pascale Mussard, annually encourages and supports young artists in the fields of Fashion, Photography and fashion accessories. Thanks to the the support of the festival's partners, several prizes will be awarded to competing young artists.

**Pascale Mussard**  
President

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

**Magalie Guérin**  
Deputy director

**Maida Grégory-Boina**  
Artistic director for Fashion, set design and scenography for the presentations and the fashion shows

**Raphaëlle Stopin**  
Artistic director for photography

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Provence Méditerranée  
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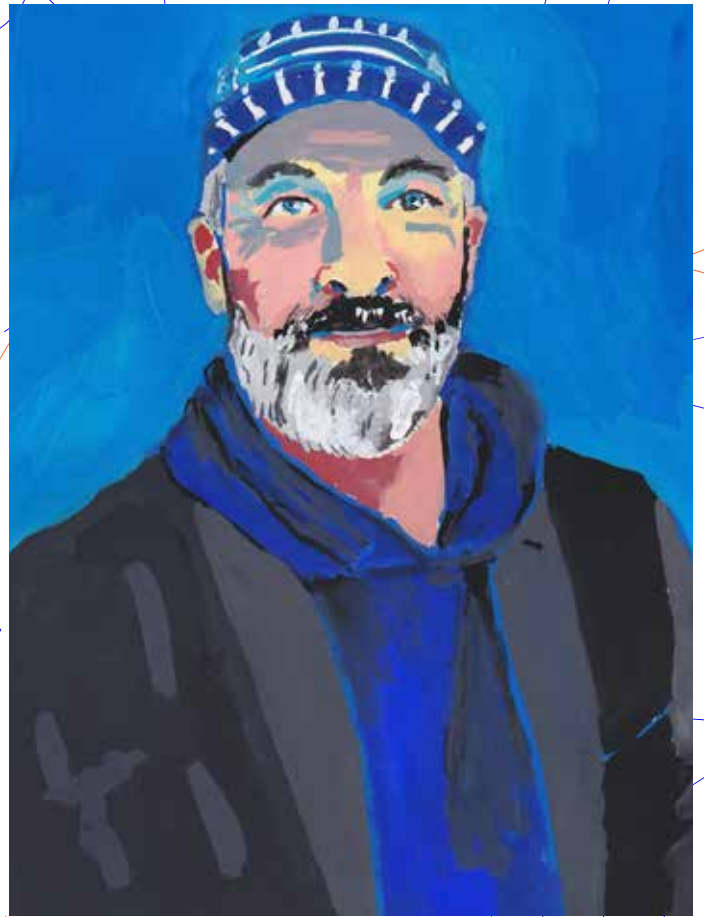
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Press Pictures images  
Downloadable for the press on the website  
www.villanoailles-hyeres.com  
(password on request to the press office)

**Noailles - Hyères**  
centre d'art  
d'intérêt national

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Jean-Pierre Blanc  
Founder and general director



Pascale Mussard  
President

portraits by Adrien Pelletier

CONCOURS

10 CRÉATEURS

DE MODE

N villa  
oailles Hyères  
centre d'art  
d'intérêt national

33e FESTIVAL INTERNATIONAL DE MODE, DE PHOTOGRAPHIE ET D'ACCESSOIRES DE MODE À HYÈRES  
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The fashion jury is presided over by Haider Ackermann.

It is composed of:

**Haider Ackermann**

Fashion designer  
Paris

**President of the jury**

**Farid Chenoune**

Historian of fashion  
Paris

**Jefferson Hack**

Co-founder, Dazed Media  
London

**Farida Khelifa**

Film maker, actress, model  
Paris

**Delfina Delettrez Fendi**

Jewellery designer  
Founder and designer, Delfina Delettrez  
Rome

**Lou Doillon**

Author-composer, artist  
Paris

**Ben Gorham**

Founder, artistic director, Byredo  
Stockholm

**Tilda Swinton**

Actress  
London

**Vanessa Schindler**

Fashion designer  
Winner of the Grand Prix du jury  
Première Vision in Hyères in 2017  
Geneva

The designs by the selected candidates have been will  
be open to professionals and the public  
Art Direction : Maida Grégory-Boina

**Marie-Ève Lecavalier**  
Womenswear  
Canada

**Ester Manas**  
Womenswear  
France

**Linda Kokkonen**  
Womenswear  
Finland

**Jef Montes**  
Womenswear  
Netherlands

**Manuela Fidalgo**  
Womenswear  
Spain

**Antonina Sedakova**  
Menswear  
Russia

**Rushemy Botter & Lisi Herrebrugh**  
Menswear  
Netherlands

**Regina Weber**  
Womenswear  
Germany

**Anna Isoniemi**  
Womenswear  
Finland

**Sarah Bruylant**  
Womenswear  
Belgium

portraits – Adrien Pelletier

photographies  
Nolwenn Brod

**Novilles – Hyères**  
centre d'art  
d'intérêt national

## GRAND PRIX DU JURY PREMIÈRE VISION

As at each edition, Première Vision once again welcomed the 10 finalists last February. These young designers were able to meet the exhibitors and manufacturers of the Première Vision show. Depending on their projects, they were able to choose their yarns, fabrics, crystals or accessories. They were also accompanied during the making of their collection.

The Grand Prix du jury Première Vision went to  
**Rushemy Botter & Lisi Herrebrugh**  
*FISH OR FIGHT*  
Menswear collection, Netherlands



Collection produced with the support of The Woolmark Company  
Crystals provided by Swarovski

Que Lo Que perfume created for Rushemy Botter & Lisi Herrebrugh by Natalie Cetto, Givaudan



© Catwalk Pictures  
Etienne Tordoir

The Grand Prix du jury Première Vision consist of :

- a grant of 15,000 euros offered by Première Vision and a high level of visibility at both Première Vision New-York and Première Vision Paris shows
- the opportunity to undertake a project with CHANEL's Maisons d'art, up to 15,000 euros
- a collaboration with Petit Bateau and a grant of 10,000 euros plus royalties, for the creation of one or several styles to be manufactured and sold by the brand.

## CHLOÉ PRIZE

The Chloé Prize went to:

**Marie-Ève Lecavalier**

*COME GET TRIPPY WITH US*

Womenswear collection, Canada



Collection produced  
with the support of  
Puntoseta  
Crystals provided by  
Swarovski

Liquid Distortion  
perfume created for  
Marie-Ève Lecavalier  
by Marypierre Julien,  
Givaudan



© Catwalk Pictures  
Etienne Tordoir

The Chloé Prize consist of a grant of 15,000 euros.



## HONOURABLE MENTION FROM THE JURY

An honourable mention from the jury went to

**Marie-Ève Lecavalier**

*COME GET TRIPPY WITH US*

Womenswear collection, Canada



Collection produced  
with the support of  
Puntoseta  
Crystals provided by  
Swarovski

Liquid Distortion  
perfume created for  
Marie-Ève Lecavalier  
by Marypierre Julien,  
Givaudan



## PUBLIC PRIZE CITY OF HYÈRES

The Public and city of Hyères award went to  
**Sarah Bruylant** *MEET ME IN ANOTHER WORLD*  
Womenswear collection, Belgium



Collection produced  
with the support of  
Bodin-Joyeux -  
Première Vision Paris  
Aymeric Le Deun  
Crystals provided by  
Swarovski

Jours étranges  
perfume created  
for Sarah Bruylant  
by Quentin Bisch,  
Givaudan



## Grants

The GALERIES LAFAYETTE grant went to **ESTER MANAS**. It consists in a collaboration with the Galeries Lafayette brand for the creation of a limited edition collection sold in its store network.

THE WOOLMARK COMPANY is offering a 1,000 EUR sponsorship towards purchase of wool fabrics or special finishings of wool to all fashion finalists who are interested in working with merino wool.

SUPIMA becomes official partner of the Hyeres Festival, and will support the finalists of the contest « fashion » section with a donation of SUPIMA cotton. These looks made with SUPIMA cotton will be presented during the Ready-to-wear Paris Fashion Week in September at Hotel de Talleyrand for the SUPIMA Paris event.

EYES ON TALENTS offers to all awarded designers a special communication towards Eyes on Talents member brands.

PUNTOSETA offers to all awarded designers an original printed fabric.

CATWALKPICTURES.COM offers to all the award winners the pictures of their first fashion show in Paris.

PREMIERE CLASSE TUILERIES will present a selection of designers of the festival during September Paris Fashion Week in 2018.

MERCEDES-BENZ invites one of the winners of this year's festival to present their collection at Berlin Fashion Week S/S19 to an international fashion audience.

EXCEPTION will offer **ANTONINA SEDAKOVA** solid opportunities of work and exposures in China, with projects on agreed topics.

DEPREZ GUIGNOT ASSOCIÉS Law firm offers free access to its consultancy to all the competition finalists and assistance on intellectual property issues until December 31, 2019. A panel of experts and professionals (mpetence, working residence of several days A college of professionals (modellers, pattern-makers, sample makers, model and sewing teachers, teachers in textile design) puts its expertise to the service of the finalists to help them develop their own collections, it is composed of Somchit Sinthirath, Anna Lhande, Nelly Walz, Chrystale Heyraud, Marion Richard, May Sinthirath, Yamina Fedauouche, Julie Dessus, Paul Desravine, Elodie Matias, Nathalie Guieu, Monty Dy, Camille Rodriguez, Atsushi Yokoo et Céline Rohaut.

L'ATELIER AYMERIC LE DEUN, specialist in buttons and fabric or leather covered fashion accessories, support the finalists by offering them the production of buttons for their collections.



CONCOURS  
10 CRÉATEURS  
D'ACCESSOIRES  
DE MODE

N villa - Hyères  
Noailles centre d'art  
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The Fashion accessories jury is presided over, for this second year, by Christelle Kocher.

It is composed of:

**Christelle Kocher**

Artistic director of Maison Lemarié  
Founder and artistic director of her eponymous brand KOCHÉ  
Paris  
**President of the jury**

**Bernard Frize**

Artist  
Paris

**Leaf Greener**

Journalist  
Shanghai

**Hirofumi Kurino**

Co-founder and creative advisor, United Arrows  
Tokyo

**Michele Lamy**

Muse  
London

**Rachel Mansur et Floriana Gavriel**

Designers, founder, Mansur Gavriel  
New York

**Brune de Margerie**

Fashion director, ELLE France  
Paris

**Nicole Phelps**

Director, Vogue Runway  
New York

**Elie Top**

Designer  
Paris

**Charlotte Stockdale**

Stylist, fashion editor, Chaos Fashion  
London

**Marina Chedel**

Fashion accessories designer  
London

Winner of the Grand prix du jury Accessoires de mode Swarovski in Hyères in 2017

The finalists of the 2018 fashion accessories competition are:

**Sari Räthel & Riccarda Wolf**

Collection of jewellery  
Germany

**Claire O'Keefe & Eugenia Oliva**

Collection of jewellery  
Spain

**Ildar Wafin**

Collection of jewellery  
Finland

**Jinah Jung**

Collection of bags  
South Korea

**Sara Emilie Terp-Hansen**

Collection of bags  
Denmark

**Kate Fichard, Flora Fixy & Julia Dessirier**

Collection of auditive jewellery  
France

**Ludovic Leger**

Collection of bags  
France

**Romain Delamart & Flora Langlois**

Collection of scarves  
France

**Cécile Gray**

Collection of jewellery  
France

**Inès Bressand**

Collection of bags  
France

portraits - Adrien Pelletier

## SWAROVSKI FASHION ACCESSORIES GRAND PRIX OF THE JURY

The SWAROVSKI FASHION ACCESSORIES GRAND PRIX OF THE JURY  
went to

**Kate Fichard, Flora Fixy & Julia Dessirier**

*H [EARRING]*

Collection of auditive jewellery, France



Crystals provided by  
Swarovski



© Lothaire Hucki

The winner will be rewarded with :  
– a grant of 15,000 euros from SWAROVSKI  
– the opportunity to undertake a project with CHANEL's Maisons  
d'art, up to 15,000 euros.

KATE FICHARD, FLORA FIXY & JULIA DESSIRIER. FRANCE  
H [EARRING]





## PUBLIC PRIZE CITY OF HYÈRES

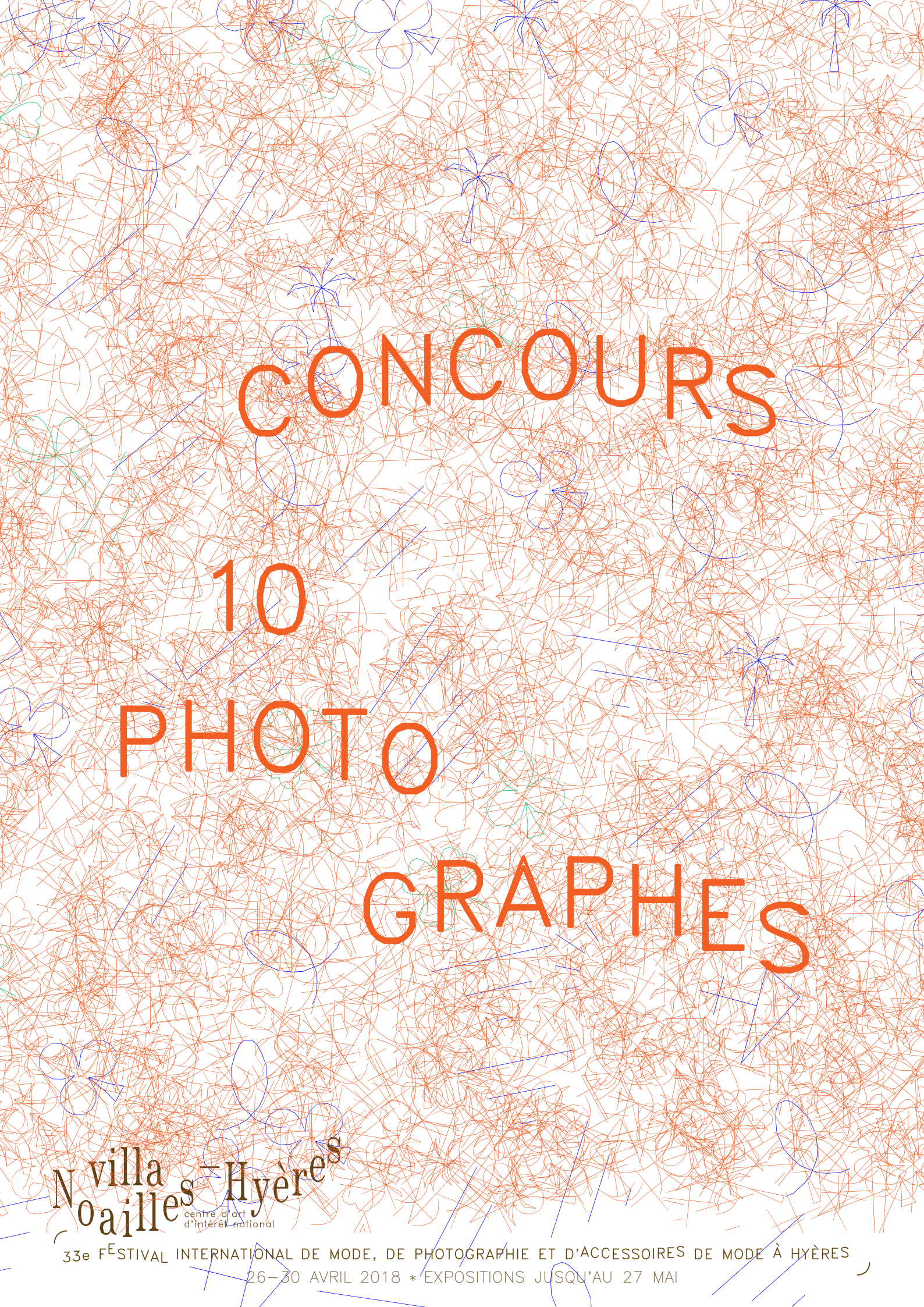
The Public and city of Hyères award went to  
**Cécile Gray** *INITIALE(S)*  
Jewellery collection, France



Crystals provided by  
Swarovski







CONCOURS  
10  
PHOTO  
GRAPHES

N villa  
oailles Hyères  
centre d'art  
d'intérêt national

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The photography jury is presided over this year by Bettina Rheims.

It is composed of:

**Bettina Rheims**  
Photographer  
Paris  
**President of the jury**

**Bill Mullen**  
Stylist  
New York

**Jed Root**  
Agent, founder, Artists & Company  
New York

**Ezra Petronio**  
Editor at large, artistic director, photographer, Self service magazine and Petronio Associates  
Paris

**Charlotte Collet**  
Stylist  
Paris

**Jean Colonna**  
Fashion designer  
Paris

**Serge Bramly**  
Author  
Paris

**India Mahdavi**  
Architect, designer  
Paris

**Saskia de Brauw**  
Model, artist  
New York

**Alessia Glaviano**  
Photography editor, Vogue Italy  
Milan

**Daragh Soden**  
Photographer  
London  
Winner of the Grand prix du jury photographie in Hyères, 2017

Raphaëlle Stopin  
Art Direction

Noailles - Hyères  
centre d'art  
d'intérêt national

The artworks by the selected photographers will be presented during portfolio reviews, which will be open to professionals during the festival and during a group show curated by Raphaëlle Stopin which will be held at the villa Noailles, until 27th of May.  
High resolution pictures on demand to the press office.

**Pascale Arnaud**  
France

**Laetitia Bica**  
Belgium

**Teresa Eng**  
Canada

**Sarah Mei Herman**  
Netherlands

**Allyssa Heuze**  
Philippines, France

**Jaakko Kahilaniemi**  
Finland

**Csilla Klenyánszki**  
Hungary

**Sanna Lehto**  
Finland

**Eva O'Leary**  
Ireland, USA

**Aurélie Scouarnec**  
France

portraits – Adrien Pelletier

No villa  
Noailles – Hyères  
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d'intérêt national

## GRAND PRIX OF THE PHOTOGRAPHY JURY

The Photography Grand Prix of the Jury went to  
**Eva O'Leary** *SPITTING IMAGE*  
Ireland, USA



*Korell, Spitting Image, 2017*

CHANEL supports the Photography Grand Prix of the Jury. The prize-winner will be rewarded with a grant of 15,000 euros from CHANEL.

Janvier offers the winner of the Photography Grand Prix of the Jury 5000 euros grant for its lab services.

Portraits de Villes is collaborating with the International Festival of Fashion and Photography in Hyères by offering a carte blanche to the winner.

He/she will get a carte blanche to illustrate Toulon for a 2018 edition of Portraits de Villes.

## AMERICAN VINTAGE PHOTOGRAPHY PRIZE

For the second year, American Vintage will partner with the Festival of Fashion & Photography in Hyères by creating 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 Tour des Templiers.

The American Vintage Photography prize went to :

**Sarah Mei Hermann**  
**Netherlands**



The grant, whose value equals 15,000 euros (including 5,000 euros for the selected photographers), consist in a fashion photoshoot order. It will be awarded to one of the finalists.

## STILL LIFE PRIZE

The STILL LIFE PRIZE went to :

**Csilla Klenyanszki,**  
*Top-to-toe*  
Hungary



Hat,  
Chanel

The STILL LIFE PRIZE grant of :  
– a grant of 5,000 euros from villa Noailles  
– Janvier offers the winner of the Still Life Prize of the Jury  
3,000 euros grant for its lab services.



PUBLIC AND CITY OF HYERES AWARD

The PUBLIC AND CITY OF HYERES AWARD went to:

**Sanna Lehto** *MORPHOLOGIES*

Finland



*Red, Morphologies, 2016*

## Grants

Eyes on Talents offers to all awarded designers a special communication towards Eyes on Talents member brands.

The lab Janvier supports the ten shortlisted photographers by offering them 50% on all their services (retouching and prints) for the 12 months following the festival. Moreover, Janvier grants the winner of the Grand Prix du Jury Photographie an access to its printing and retouching services up to a value of 5000 euros while granting the winner of the Still Life Prize with the same services up to 3 000 euros, both for a duration of 12 months after the festival.

Be-Poles editions offers a carte blanche to the photography laureate of the 33rd International Festival of Fashion, Photography and Fashion accessories in Hyères to illustrate a book about the city of his/her choice.

Wallpaper\* Photography Director, Holly Hay and Fashion Director, Isabelle Kountoure chose **ALLYSSA HEUZE** to shoot a main fashion story for the magazine's January New Generation issue, an annual celebration of fresh creative talent.

Wallpaper\* looks at fashion from a different angle, accenting its relationship with design, architecture, art and wider visual culture, often collaborating with photographers from outside the fashion field.

This shoot will highlight a mix of the season's fashion looks in a cross-disciplinary context. The winner will also be profiled on wallpaper.com with an interview and an accompanying picture gallery of her/his previous work.

## The Trophies

The winners' trophies for the Fashion, the Fashion accessories and the Photography by the House of Desrues.



photography : Camille Vivier  
set design : Antoine Grulier  
2018

PARTENAIRES INSTITUTIONNELS



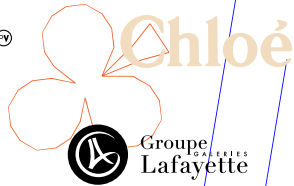
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CHANEL

PARTENAIRES PRINCIPAUX

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SWAROVSKI



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LA MODE DE FRANCE



FÉDÉRATION  
DE LA HAUTE COUTURE  
ET DE LA MODE



Groupe  
Lafayette

Galerias  
Lafayette

American Vintage

PARTENAIRES À L'ANNÉE

eyes On talents

puntoseta

FONDATION  
D'ENTREPRISE  
RICARD

PARTENAIRES DU FESTIVAL



KERING

Première Classe  
Tuyères

SUPIMA®  
WORLD'S FINEST COTTONS

Givaudan

EXCEPTION  
de MIXMIND



HANS BOODT.  
MANNEQUINS

istitutomarangoni  
the school of fashion

JOHN NOLLET  
PARIS

psycho

JANNNVIER

AVEC LE SOUTIEN DE

Château  
Léoube

brachfeld

diptyque  
PARIS

PREMIÈRE LOGE  
DIVERSI BOUTIQUE COUTURE  
L'ÉCRIVAIN

SIXT

Le MARAIS

LA REINE JANE

artek

PERONI  
ITALY



ATELIER  
AYMERIC LE DEUN

Conservatoire  
du littoral

LE LIBERTÉ  
SCÈNE NATIONALE  
TOULON

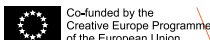
MOU  
MUSEUM DES ARTS  
DECORATIFS

MAKE'S  
FÉNTURES

PLASDOX  
PEINTURES



FUTURES



DEPREZ GUIGNOT ASSOCIÉS  
SCÉNARIO D'ARTISTES

BlockchainyourIP

Sammode

PARTENAIRES MÉDIA



nova  
LE GRAND MIX

CATWALK  
MULTIMÉDIAS

inRockuptibles

arte

GRAZIA

ChEEK  
MAGAZINE

boycott. Wallpaper\*



Noailles - Hyères  
centre d'art  
d'intérêt national

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mediation@villanoailles-hyeres.com

Tour des Templiers  
Place Massillon  
83400 Hyères

EXHIBITIONS AT VILLA NOAILLES

Haider Ackermann  
Bettina Rheims  
Christelle Kocher – Maison Lemarié  
Pierre Marie  
Vanessa Schindler & Marine Giraudo  
Daragh Soden  
Marina Chedel  
Arthur Hoffner & Grégoire Schaller  
Books & Photographs  
Paul Rousteau  
Nolwenn Brod  
Vincent Darré & Matthieu Cossé  
20 ans Crash Magazine  
Arnaud Caizergues  
Odd Matter  
Liselore Frowijn & François Dumas  
Soleil rouge  
Exhibitions HORS LES MURS  
Luis Alberto  
Rodriguez  
Alexandre Benjamin Navet  
Adrien Pelletier  
Vincent Darré & Matthieu Cossé

Opening hours of villa Noailles

Closed on May 1, 2 and 3  
(From May 4 to May 27 )

The villa Noailles is open every day from  
1pm to 6pm.

Last night opening from 3pm to 8pm

Closed modays, tuesdays and bank  
holidays

Free admission

Tour des Templiers

Opening hours

The Tour des Templier is open everyday  
from 10am to 1pm and from 2pm to  
5pm

Exhibition until May 26

Closed Sundays, Mondays and bank  
holidays

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