

HYÈRES



1986 — 2025

OFFICIAL SELECTIONS
FASHION, PHOTOGRAPHY, ACCESSORIES
COMPETITIONS JURYS & FINALISTS



**INTERNATIONAL FESTIVAL OF FASHION,
PHOTOGRAPHY AND ACCESSORIES - HYÈRES**

**OFFICIAL SELECTIONS
FASHION, PHOTOGRAPHY, ACCESSORIES
COMPETITIONS JURYS & FINALISTS**

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



40 ANS DE FESTIVAL

In 1986, Jean-Pierre Blanc, then a student, founded the first European Salon for Young Designers in his hometown of Hyères. His aim was to showcase emerging fashion talent through a competition open to young creators.

This Salon became an opportunity to bring together a prestigious jury that awarded prizes, offering visibility and financial support. Designers presented their collections in fashion shows and showrooms, engaging with industry professionals and the public. Over time, the Salon evolved into the International Festival of Fashion Arts in Hyères.

Alongside the competition, the Festival began hosting fashion exhibitions, photography showcases, and conferences.

In the late 1990s, the Festival established itself permanently at the Villa Noailles, which was being restored at the time. In 1997, a competition for young photographers was introduced, followed in 2017 by a third competition for fashion accessory designers.

From the earliest editions, leading figures in fashion participated in the juries, and the winners gained recognition both nationally and internationally. Early participants included notable names such as Jean-Pascal Dothilien, Jack Gome, Sami Tillouche, José Lévy, Olivier Jault, Xuly Bêt, Tony Delcampe, Viktor & Rolf, Xavier Delcourt, and Didier Vervaeren.

Support for this initiative came from designers, journalists, trend forecasters, government representatives, and leaders of major brands.

From the 1st to the 10th edition, jury members included renowned figures such as Arlette Chacok, Françoise Chassagnac, Martine Grandval, Christine Walter-Bonini, Marthe Lagache, Florence Müller, John Galliano, Maria Luisa, Helmut Lang, Martin Margiela, Jean Colonna, Corinne Cobson, Jean Touitou, Paco Rabanne, Ann Demeulemeester, Martine Sitbon, and Jean-Charles de Castelbajac.

In subsequent years, other celebrated jurors have included Hussein Chalayan, Andrée Putman, Marc Newson, Jean-Paul Gaultier, Nicolas Ghesquière, Haider Ackermann, Pierre Hardy, Azzedine Alaïa, Christian Lacroix, Riccardo Tisci, Kris Van Assche, Dries Van Noten, Raf Simons, Yohji Yamamoto, Felipe Oliveira Baptista, Carol Lim & Humberto Leon, Karl Lagerfeld, Virginie Viard, Anthony Vaccarello, Julien Dossena, Natacha Ramsay-Levi, Jonathan Anderson, Louise Trotter, Glenn Martens, and Charles de Vilmorin, Nicolas Di Felice.

Significant designers discovered through the Festival include:

Viktor & Rolf, Gaspard Yurkievich, Sébastien Meunier, Christian Wijnants, Henrik Vibskov, Felipe Oliveira Baptista, Romain Kremer, Julien Dossena, Anthony Vaccarello, Tuomas Laitinen, Jean-Paul Lespagnard, Satu Maaranen, Kenta Matsushige, Louis-Gabriel Nouchi, Rolf Ekroth, Clara Daguin, Marine Serre, Botter, Ester Manas, Róisín Pierce, Ifeanyi Okwuadi, and Igor Dieryck.

The same applies to photography, with its first edition in 1997 being won by Camille Vivier. She was followed by Cécile Bortoletti, Olivier Amsellem, and Sølve Sundsbo.

The winners collaborate with the Villa Noailles, which commissions them to create series for the festivals and holds exhibitions dedicated to their work: Charles Fréger, Grégoire Alexandre, Vava Ribeiro, Erwan Frotin, Joël Tettamanti, Erwan Fichou, Eva Lauterlein, Thomas Mailaender, Estelle Hanania, Jaap Scheren, Popel Coumou, Amira Fritz, Philippe Jarrigeon, Yann Gross, Ina Jang, Anouk Kruithof, Petros Efstathiadis, Marie Rime, Lorenzo Vitturi, Sjoerd Knibbeler, Anaïs Boileau, Louise Desnos, Luis Alberto Rodriguez, Daragh Soden, Paul Rousteau, Hubert Crabières, Jean-Vincent Simonet, Christopher Barraja, Rala Choi, Thaddé Comar, and Souleymane Bachir Diaw.

Since the 1990s, the festival has presented exhibitions of major photographers who have participated in the juries, including William Klein, Jeff Riedel, Guido Mocafico, Jeff Burton, M/M, Olivier Zahm, Jonathan de Villiers, Jason Schmitt, Viviane Sassen, Melvin Sokolsky, Tim Walker, Oliviero Toscani, Walter Pfeiffer, Jason Evans, Steve Hiett, Oliver Sieber, Eric Pfrunder, Bettina Rheims, Craig McDean, Paolo Roversi, Dominique Issermann, Pierre Debusschere, and Coco Capitan.

Nearly ten years after its launch, the competition for young fashion accessory designers has revealed numerous talents and elevated the profession. Pierre Hardy chaired the first jury, followed by Christelle Kocher, Charlotte Chesnais, Hubert Barrère, Christian Louboutin, Aska Yamashita, Alan Crocetti, and Achilles Ion Gabriel.

HYÈRES



1986 — 2025

The 40th edition of the International Festival of Fashion, Photography and Accessories – Hyères, will take place between Thursday 16th and Sunday 19th October 2025 at the villa Noailles. The exhibitions will be open to the public until January 2026.

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 2025, the faithful partners of the festival are committed to support the next generation of designers: CHANEL, le19M, Librairie 7L, Première Vision, LVMH, Hermès, American Vintage, the Fédération de la Haute Couture et de la Mode, DEFI, Group Galeries Lafayette, L'Atelier des Matières, Sheriff Projects, Kitten, the Alliance For European Flax-Linen & Hemp, Kering, Sterling International, Icicle, Supima, Première Classe, Les Teintures de France, Au-delà du Cuir...

3 COMPETITIONS

FASHION COMPETITION PRIZES

GRAND PRIX OF THE FASHION JURY

le19M MÉTIERS D'ART PRIZE

L'ATELIER DES MATIÈRES PRIZE

SUPIMA PRIZE

PHOTOGRAPHY COMPETITION PRIZES

7L PHOTOGRAPHY GRAND JURY PRIZE

AMERICAN VINTAGE PHOTOGRAPHY PRIZE

ACCESSORIES COMPETITION PRIZES

GRAND PRIX OF THE ACCESSORIES JURY

HERMÈS FASHION ACCESSORIES PRIZE



COMPETITION 10

FASHION

DESIGNERS

FASHION

JURY

The fashion jury gathered at the Institut Français de la Mode in Paris on January 29, 2025, to select the ten finalists of the competition.

THE JURY IS COMPOSED OF

Jean-Charles de Castelbajac
fashion designer and artist

Julien Dossena
artistic director, Rabanne

Viktor Horsting and Rolf Snoeren
founders and creative directors, Viktor&Rolf

Christelle Kocher
Artistic Director of Lemarié

Pelagia Kolotouros
creative director, Lacoste

Alexandre Mattiussi
founder, creative director, AMI

Louis Gabriel Nouchi
founder, LGN LOUIS GABRIEL NOUCHI

Ludovic de Saint Sernin
founder, artistic director,
Ludovic de Saint Sernin

Marine Serre
creative director and CEO, Marine Serre

Grace Wales Bonner
founder, artistic director, Grace Wales Bonner

FASHION

JURY



**Jean-Charles
de Castelbajac**
©JOSEPHINE DAY



Julien Dossena
©PAOLO ROVERSI



Viktor Horsting et Rolf Snoeren



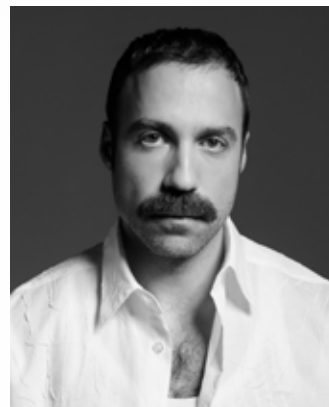
Christelle Kocher



Pelagia Kolotouros



Alexandre Mattiussi



Louis Gabriel Nouchi
© ISMAEL MOUMIN



**Ludovic
de Saint Sernin**



Marine Serre
© Marc Hibbert.



Grace Wales Bonner

THE 10 FINALISTS OF 2025

FASHION COMPETITION

The jury selected ten young fashion designers of XX different nationalities.

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

One outfit will be on display at the villa Noailles and will become part of the Festival collection.

Set Design and Scenography
Presentation at the Institut du Monde Arabe
Willie Morlon, Grand Prix du Jury Design
Parade Toulon Van Cleef & Arpels 2024, in
artistic collaboration with Marc Turlan.

NOAH ALMONTE

Womenswear
Switzerland

LAYLA AL TAWAYA

Menswear
Poland

LUCAS EMILIO BRUNNER

Unisex
Switzerland - Chile

IDALIINA FRIMAN

Womenswear
Finland

XINYI HE

Womenswear
China

SOFIA HERMENS FERNANDEZ

Womenswear
Germany - Spain

ADRIEN MICHEL

Menswear
France

DENNIS SANDERS

Menswear
Germany

VANESSA SCHREINER

Womenswear
Austria

YOUSSEF ZOGHEIB

Menswear
Lebanon

NOAH ALMONTE SWITZERLAND



NYÈRES 40

LAYLA AL TAWAYA POLAND



THEY'RES 40

LUCAS EMILIO BRUNNER

SWITZERLAND-CHILE



INSÈRES 40

IDALIINA FRIMAN FINLAND



HYÈRES 40

XINYI HE CHINA



INSÈRES 40

SOFIA HERMENS FERNANDEZ

GERMANY - SPAIN



INSÈRES 40

ADRIEN MICHEL FRANCE



HYÈRES 40

DENNIS SANDERS GERMANY



INSÈRES 40

VANESSA SCHREINER AUSTRIA



INSÈRES 40

YOUSSEF ZOGHEIB LEBANON



THYÈRES 40

FALSTION

PRIZES

GRAND PRIX OF THE FASHION JURY

The Grand Prix of the Fashion Jury consists of:

- a grant of 20,000 euros from CHANEL, for a collaborative project with one or several Maisons d'art resident at /e19M, to be unveiled in 2026, at the 41st edition of the festival.
- an allocation of raw material (European linen) 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 Fashion Jury to create a capsule collection.
- Madame Figaro, media partner, will offer visibility and an editorial to the Grand Prix of the Fashion Jury winner.
- Sterling International will grant the Grand Prix of the Fashion Jury winner with a 1-year mentorship to advise and counsel them for career pathing.

FASHION PRIZES

le19M MÉTIERS D'ART PRIZE

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

Ateliers de Verneuil-en-Halatte,
Adrien Michel

Causse,
Noah Almonte

Desrués,
Lucas Emilio Brunner

Goossens,
Youssef Zogheib

Lemarié,
Idaliina Freeman

Lesage,
Layla al tawaya

Lognon,
Dennis Sanders

Maison Michel,
Xinyi He

Montex,
Sofia Hermens Fernandez

Paloma,
Vanessa schreiner

Grand Partner of the International Festival of Fashion, Photography and Accessories – Hyères since 2014, CHANEL reinforces its support of the festival's activities with the *le19M* Métiers d'art Prize. Created in 2019, it rewards 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 *le19M*: Ateliers de Verneuil-en-Halatte, Causse, Desrués, 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 41st edition of the festival.

le19M is a unique place dedicated to the creation and transmission of the fashion and decoration Métiers d'art. Born out of a policy of support for the preservation of savoir-faire initiated in the 1980s by CHANEL, *le19M* aims to perpetuate and pass on fashion, decoration and design gestures. *le19M* brings together twelve Maisons and nearly seven hundred artisans and experts, collaborating in the service of the creativity of both French and international brands, large groups as well as independent clients and young generations of designers.

le19M also hosts *la Galerie du 19M*. This modular space holds high the values of artistic craftsmanship and highlights emerging creative scenes for all audiences with a multidisciplinary, free and fun programme (exhibitions, practical workshops, conferences, educational or cultural events).

FASHION PRIZES

L'ATELIER DES MATIÈRES PRIZE

For the fourth year running, L'Atelier des Matières is a partner of the International Festival of Fashion, Photography and Accessories – Hyères, which celebrates its 40th edition in 2025. The prize distinguishes 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 two 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.

FASHION

PRIZES

SUPIMA PRIZE

The International Festival of Fashion, Photography and Accessories, Hyères is pleased to announce the addition of the Supima Prize for the 40th anniversary of the festival schedule for October 2025. SUPIMA has been a partner since 2018.

The Supima prize will be awarded to one of ten finalists, who best demonstrates the use of SUPIMA Cotton in their collection. Each finalist will create one piece made from SUPIMA cotton which will be featured in dedicated fashion shows and exhibited in the festival's showrooms.

The winner will receive fabric support in their next collection along with a sponsored trip to New York City to attend the Supima Design Lab.

For the eighth consecutive year, SUPIMA will present the winner and finalists at the Supima Design Lab, to be held in New York City in November of 2025. Finalists will showcase their made with SUPIMA looks alongside the 2025 Supima Design Competition finalists, and a group of Leading International Designers.

FASHION GRANTS

- **Icicle**, partner of the Festival d'Hyères, is renewing its support again this year, offering one of the finalists in the fashion competition the chance to develop a capsule collection.

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

- **L'atelier Aymeric Le Deun**, specialist in buttons and fabric or leather covered fashion accessories, supports the finalists by offering them the production of buttons for their collections.

- **Catwalkpictures.com** offers to all the award winners the pictures of their first fashion show in Paris.

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



COMPETITION 10

PHOTOGRAPHERS

PHOTOGRAPHY JURY

The photography jury gathered at the Librairie 7L in Paris on January 29, 2025, to select the 10 finalists of the competition.

THE JURY IS COMPOSED OF

Malick Bodian
photographer

Pierre Debusschere
photographer

Inez et Vinoodh
photographers

Tess Petronio
photographer

Luis Alberto Rodriguez
photographer

Paolo Roversi
photographer

Karim Sadli
photographer

Solve Sundsbø
photographer, director

Tim Walker
photographer

PHOTOGRAPHS JURY



Malick Bodian



Pierre Debusschere



Inez et Vinoodh



Tess Petronio



**Luis Alberto
Rodriguez**



Paolo Roversi



Karim Sadli



Sølve Sundsbø
© Anne Vesaas



Tim Walker
©STELLA GREEN

THE 10 FINALISTS OF 2025

PHOTOGRAPHY

COMPETITION

The jury selected ten young photographers of XX different nationalities to present their work in a group exhibition at the villa Noailles, under the artistic direction of Magalie Guérin, accompanied by Dylan Casasnovas, and one print to be included in the villa Noailles photography collection.

Set Design and Scenography
Presentation at the Institut du Monde Arabe
Willie Morlon, Grand Prix du Jury Design
Parade Toulon Van Cleef & Arpels 2024,
in artistic collaboration with Marc Turlan.

MATHILDE FAVEL
France

ZEN LEFORT
France

ADAM (HAN-CHUN) LIN
Taiwan

SHUBHAM LODHA
India

GABRIEL MRABI
Spain

YAMA NDIAYE
France-Senegal

NOÉMIE NINOT
France -Netherlands

JULIE JOUBERT
France

LAURA PELISSIER
France

SHANNA WAROCQUIER
France

MATHILDE FAVEL FRANCE

INSÈRES 40

ZEN LEFORT FRANCE



THYÈRES 40

ADAM (HAN-CHUN) LIN TAIWAN



INSÈRES 40



GABRIEL MRABI SPAIN



INSÈRES 40

YAMA NDIAYE FRANCE - SENEGAL



THYÈRES 40

NOÉMIE NINOT FRANCE - NETHERLANDS



INSÈRES 40

JULIE JOUBERT FRANCE



INSÈRES 40

LAURA PELISSIER FRANCE

INSÈRES 40

SHANNA WAROCQUIER FRANCE

INSÈRES 40

PHOTOGRAPHS PRIZES

7L 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, or to reissue rare books, with a strong focus on the production quality of the book as an object. Relunched in 2023, Éditions 7L revive to mark the centenary of the villa Noailles with a first republication of the writings of **Marie Laure de**

Noailles, *La Chambre des écureuils*, co-published with Seghers. This collaboration continues in 2024 with the publication of two literary essays, *Journal d'un peintre*, followed by *Lettres provençales*; and in 2025 with the publication of a collection of her poetry. The Éditions 7L catalogue also includes *Triptyque* by Ronan Bouroullec, putting into perspective three exhibitions organised as part of the 2023 Design Parade Toulon and Hyères, *Xavier Veilhan/ Chanel Haute Couture shows*, co-published with Flammarion, and *Aujourd'hui* by Thaddé Comar, the first book in the 7L **Photography Grand Jury Prize** collection, co-published with Atelier EXB. The work of Arhant Shrestha, winner of the 2024 edition, will be the subject of the second book of this collection.

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

PHOTOGRAPHS PRIZES

AMERICAN VINTAGE PHOTOGRAPHY PRIZE

For the ninth 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.

PHOTOGRAPHS GRANTS

SHERIFF PROJECTS renews its partnership with the International Hyères Festival for a fourth 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 and 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, Milan and New York

A woman with short black hair and bangs is shown in profile, facing right. She is wearing a dark, off-the-shoulder top and a voluminous, multi-layered skirt made of shiny, iridescent tinsel or sequins. The skirt reflects light in shades of blue, green, and purple. The background is dark and out of focus, suggesting an indoor event or stage setting.

COMPETITION 10
ACCESSORIES
DESIGNERS

ACCESSORIES JURY

The accessories jury gathered at the Institut Français de la Mode in Paris on January 29, 2025, to select the 10 finalists of the competition.

THE JURY IS COMPOSED OF:

Charlotte Chesnais

founder and creative director,
Charlotte Chesnais

Stephanie D'Heygere

founder, D'heygere, jewelry designer, Diesel,
Jacquemus and Jean Paul Gaultier

Pierre Hardy

Founder and president of
the Pierre Hardy brand.
Creative director for the shoes collections, the
jewellery and high jewellery, and for the beauty
product design , for Hermès

Olivier Jault

footwear designer

La Manso

founder and designer of La Manso

Christian Louboutin

founder and artistic director
of the eponymous house

Priscilla Royer

Artistic Director of Maison Michel

Florence Tétier

creative director

Elie Top

jewelery designer

Philip Treacy

Hat Designer

ACCESSOIRES

JURY



Charlotte Chesnais
© Léon Prost



Stephanie D'Heygere
© Spela Kasa



Pierre Hardy



Olivier Jault



La Manso



Christian Louboutin
© Jean-Baptiste Mondino



Priscilla Royer
© Karl Lagerfeld



Florence Tétier
© Laura Pelissier



Elie Top



Philip Treacy
© Kevin Davies

THE 10 FINALISTS OF 2025

ACCESSORIES COMPETITION

The jury selected ten accessory designers of XX different nationalities, whose collections will be presented in a group show at the Villa Noailles, under the artistic direction of Nataniel N.M.Robert.

Set Design and Scenography
Presentation at the Institut du Monde Arabe
Willie Morlon, Grand Prix du Jury Design
Parade Toulon Van Cleef & Arpels 2024,
in artistic collaboration with Marc Turlan.

ANTOINE ET JULIEN BLANCHARD

Fashion accessories
France

ALYSSA CARTAUT

Shoes
France

ALIX CAUMONT

Fashion accessories
France

AMAURY DARRAS

Fashion accessories
France

TASKIN GOEC

Eyewear
Germany

COLINE GROS

Jewels
Switzerland

KAYS MASOOD

Jewels
Syria

FLORENTIN MATHON

Shoes
France

LUISA OLIVERA LÓPEZ

Jewels
Honduras

JULIEN SIMAR

Bags and eyewear
France

ANTOINE ET JULIEN
BLANCHARD FRANCE



THYÈRES 40

ALYSSA CARTAUT FRANCE

THYÈRES 40

ALIX CAUMONT FRANCE



INSÈRES 40

AMAURY DARRAS FRANCE

THYÈRES 40

TASKIN GOEC GERMANY



INSÈRES 40

COLINE GROS SWITZERLAND

THYÈRES 40

KAYS MASOOD SYRIA



INSÈRES 40

FLORENTIN MATHON FRANCE



THYÈRES 40

LUISA OLIVERA LÓPEZ HONDURAS



THYÈRES 40

JULIEN SIMAR FRANCE

INSÈRES 40

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 41st Hyères Festival in 2026.

HERMÈS FASHION ACCESSORIES PRIZE

For the sixth 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 a pair of gloves.

ACCESSORIES GRANTS

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



EXHIBITIONS AND
CULTURAL
PROGRAMMATION

EXHIBITIONS AND CULTURAL PROGRAMMATION

EXHIBITION OF COLLECTIONS FASHION AND ACCESSORIES

CURATORS: ÉMILIE HAMMEN, THOMAS LEQUEU
ET ADRIAN KAMMARTI
SCÉNOGRAPHY : ANDRÉ SARAIVA

THE COLLECTIONS OF THE 10 FINALISTS IN THE FASHION COMPETITION

THE COLLECTIONS OF THE 10 FINALISTS IN THE ACCESSORIES COMPETITION

THE PROJECTS OF THE 10 FINALISTS IN THE PHOTOGRAPHY COMPETITION

COLLABORATIONS OF THE 2024 WINNERS

DOLEV ELRON (GRAND PRIX DU JURY
PREMIÈRE VISION WINNER),
ROMAIN BICHOT (LE19M MÉTIERS D'ART
PRIZE & L'ATELIER DES MATIÈRES PRIZE WINNER)
CHIYANG DUAN (GRAND PRIX OF THE
ACCESSORIES JURY WINNER)

ARHANT SHRESTHA,
(7L PHOTOGRAPHY JURY GRAND PRIX
WINNER 2024)

BASILE PELLETIER
(AMERICAN VINTAGE PHOTOGRAPHY PRIZE
WINNER 2024)

ATELIERS LE19M

SØLVE SUNDSBØ
PHOTOGRAPHIC COMMISSION:
10 YEARS OF FASHION (2015-2025)

FRESCO BY HUGO CAPRON AND JULES MIMOUNI

HERITAGE EXHIBITION CENTENARY OF THE 1925 EXPOSITION DES ARTS DÉCORATIFS

PAUL BONLARRON
ARTIST OF THE YEAR

POP UP L'ATELIER DES MATIÈRES

**2025 FINALISTS' FASHION SHOWS
INCLUDING A SHOW BY DOLEV ELRON**
SCÉNOGRAPHY : RIKKERT PAAUW
→ SALIN DES PESQUIERS

THE FORMERS BY PREMIERE CLASSE
→ VILLA ROMAINE

**PARTNERSHIP: CHAILLOT -
THÉÂTRE NATIONAL DE LA DANSE
X VILLA NOAILLES**
PERFORMANCES :
LUCILLE THIÈVRE & GRÉGOIRE SCHALLER,
ANNA CHIRESCU, MARVIN M'TOUMO, NICOLAS
HUCHARD & SALEM

ARTISTIC CREATION WORKSHOPS

SIGNINGS

40 YEARS FILM

40 YEARS BOOK

FESTIVAL CATALOGUE

PERFORMANCES

CONCERT

**24TH INTERNATIONAL FASHION
MEETINGS, ORGANISED BY THE
FÉDÉRATION DE LA HAUTE COUTURE ET DE
LA MODE, WITH THE SUPPORT OF DEFI**

DISCUSSIONS, 40 YEARS OF THE HYÈRES FESTIVAL

40 YEARS OF FASHION IN HYÈRES
PHOTOGRAPHY EXHIBITION IN PARTNERSHIP
WITH THE CITY OF HYÈRES
→ PARK HOTEL, CITY CENTRE

40 YEARS OF FASHION IN HYÈRES

To celebrate the 40th edition of the Hyères Festival, the villa Noailles is showcasing 40 years of fashion: clothing, photographs, accessories, and films retracing the history of a trailblazing event that has become an international reference. The exhibition highlights the debut collections of young designers who are now (very) renowned, snapshots of jury members at work or relaxing on the beach, and iconic artistic collaborations. Forty years of fashion shows, parties, concerts, exhibitions, and encounters. Diving into the Hyères Festival archives also reveals the artistic, industrial, and commercial evolutions of creative fashion, which has gradually carved out its place in the profession, the media, and with the general public.

In many ways, the festival has been, for 40 years, at the heart of the upheavals in contemporary fashion that it predicts and provokes. A breeding ground for young talent, a showcase, and a milestone, it has established itself as a key hub of creativity since its very first edition.

Artistic Direction: Jean-Pierre Blanc, Magalie Guérin, Julie Liger

Curators: Émilie Hammen, Adrian Kammarti, Alexia Le Bris, Thomas Lequeu

Scenography: André Saraiva



Billie Mertens' collection, Grand Prize winner, 1992



Viktor & Rolf, Grand Prize winners in 1993



Exhibition by Karl Lagerfeld, Jury President, in the villa Noailles pool, 2002



BOTTER, winners in 2018



Grand Prize awarded to Gaspard Yurkievich, 1997



Awards ceremony presented by the jury chaired by John Galiano, 1991



Ann Demeulemeester, Jury President, setting up her exhibition in the villa Noailles pool, 2006



The jury chaired by Helmut Lang, with Jean Colonna, Martin Margiela, and Jean Touitou on the boat to Porquerolles, 1992

MARIE LAURE DE NOAILLES

Poésies



After the autobiographical novel *La Chambre des écureuils* and the essays *Journal d'un peintre* and *Lettres provençales* brought together in one volume, editions Seghers and 7L are continuing their collaboration with the villa Noailles to bring to light the literary work of Marie Laure de Noailles, one of the most important patrons of the twentieth century and an emblematic figure of the arts and letters. Acclaimed by the press and well received in bookshops, these new editions have taken the writings of the woman known as 'the viscountess of the bizarre' from oblivion to recognition.

The present work, dedicated to her poetry, will complete the collection by bringing together three collections, originally published in the 1940s and 1950s: *L'An quarante*, *La viole d'amour* and *Cires perdues*.

ACKNOWLEDGEMENTS

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Many thanks to Pascale Mussard, President of the villa Noailles, to the entire board, to the entire team and to the members of the juries.

Many thanks to the Institut Français de la Mode and Librairie 7L for hosting the selections

SCENOGRAPHY

SET DESIGNER

Willie Morlon, Grand Prix du Jury Design Parade Toulon Van Cleef & Arpels 2024, in artistic collaboration with **Marc Turlan**

EVENT

Production villa Noailles

DJ

Michel Gaubert

CONCERT

François and The Atlas Mountains
dressed by Lemaire

STYLING

Guillaume Boulez

MAKE-UP

CHANEL Beauté

VIDEO AND LIVE CAPTURE

Il est une fois

SOUND AND LIGHTING

AZ Diffusion

HOST

Florence Doré

CATERING

Curty's

HOTELS

Amour et Grand Amour

DIGITAL CREATIONS, SOCIAL NETWORKS

Temple & Fils,

Margaux Salarino et Anaïs Alias

VISUAL IDENTITY

Marc Armand

GRAPHIC DESIGN

Erwan Badir & Vinciane Le Chelveder

GUEST ARTIST OF THE YEAR 2025

Paul Bonlarron

PRESS

2e Bureau, Lucien Pagès, Philippe Boulet

PHOTOGRAPHS

Luc Bertrand

Say Who

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Maxime Carasco, Flora Provence, Hyères

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