

# PARIS-HYÈRES, FASHION OF THE FUTURE

Comité Haussmann Paris and Comité du Faubourg Saint Honoré endorse young designers during Paris Fashion Week in September 2019

## PARIS, JULY 2019

Fashion Week has always been one of Paris' long-expected annual events, which places the city and iconic fashion houses in the spotlight for a week. This year, two of Paris' major district Committees, Comité Haussmann Paris and Comité du Faubourg Saint-Honoré, have joined forces to shed some of the limelight on young designers - a complementary and still too little-known aspect of the fashion industry - in their respective districts.

During Paris Fashion Week (Womenswear), which will take place from September 23rd to October 1st 2019, the two district Committees will host an original outdoor exhibition featuring photos of the collections of 18 young fashion designers who were finalists at Hyères' prestigious International Festival of Fashion, Photography and Fashion Accessories. Jean-Pierre Blanc, who founded the Hyères Festival 35 years ago, is the exhibition's artistic director. He selected both the fashion designers and the photos that will be displayed.

The exhibition, entitled "Paris-Hyères, la mode de demain" (Paris-Hyères, Fashion of the Future), will feature 34 display boards positioned at regular intervals on iconic streets in the Haussmann and Saint-Honoré districts. Each board will present a young fashion designer and describe its career and style. The general public will notably be able to see the display boards on Boulevard Haussmann, Rue Royale, Place de la Madeleine, Rue Tronchet and Rue du Faubourg Saint Honoré.

This is the first time two district Committees from two of Paris' historic neighbourhoods - both symbols of fashion, luxury, and Paris shopping - jointly organize an original event devoted to fashion. The exhibition will also allow the general public to enjoy the unique atmosphere that takes over Paris during this highly visible event.

Commenting on the announcement, Pierre Pelarrey, President of Comité Haussmann Paris, said: "Comité Haussmann Paris's objective is to make its district one of the most attractive and lively hotspots in the capital, and a reference both in France and internationally. That is why we are keen to offer visitors to our neighbourhood a different shopping experience enhanced by events in public spaces that promote design and art and are

available to all. Through this original exhibition, the general public will be able to take part in Paris' world-famous Fashion Week and discover new talented fashion designers. We are delighted to join forces for the first time with Comité du Faubourg Saint Honoré and the Hyères International Fashion, Photography and Fashion Accessories Festival to create a unique itinerary through the capital's iconic heritage districts."

Benjamin Cymerman, President of Comité du Faubourg Saint-Honoré, also declared: "Comité du Faubourg Saint Honoré is paying tribute to its city by asserting itself as a world-renowned symbol of French elegance. We strive to safeguard this district's rare and precious heritage because it includes some of the world's most iconic fashion houses. I am delighted that Comité du Faubourg Saint Honoré has collaborated for the first time with Comité Haussmann Paris to celebrate up-and-coming young designers during Paris Fashion Week. These new talents will enrich this heritage and probably be present on our streets in the near future."

Jean-Pierre Blanc, who organizes and heads the Hyères Festival commented: "As we approach the 35th anniversary of the Hyères International Fashion, Photography and Fashion Accessories Festival, I am delighted to continue to support young fashion designers by exhibiting the work of these finalists and winners in central Parisian districts, which provide an exceptional backdrop to the multi-faceted collaborations of these talented fashion designers and photographers."

## FASHION DESIGNERS FEATURED IN THE EXHIBITION

Tomas Berzins & Victoria Feldman (*Russia and Latvia, Hyères Festival 2013*), photograph by Ina Jang

Rushemy Botter & Lisi Herrebrugh (*Netherlands, Hyères Festival 2018*), photograph by Nolwenn Brod

Clara Daguin (*France, Hyères Festival 2017*), photograph by Evangelia Kranioti

Rolf Ekroth (*Finland, Hyères Festival 2016*), photograph by Evangelia Kranioti

Marion de Raucourt (*France, Hyères Festival 2013*), photograph by Ina Jang

Sophie Harand, (*France, Hyères Festival 2015*), photograph by Grégoire Alexandre

Marit Ilison (*Estonia, Hyères Festival 2014*), photograph by Anna Orłowska

Marianna Ladreyt (*France, Hyères Festival 2017*), photograph by Louise Desnos

Marie-Eve Lecavalier (*Canada, Hyères Festival 2018*), photograph by Nolwenn Brod

Satu Maaranen (*Finland, Hyères Festival 2013*), photograph by Ina Jang

Ester Manas (*France-Belgium, Hyères Festival 2018*), photograph by Nolwenn Brod

Coralie Marabelle (*France, Hyères Festival 2014*), photograph by Anna Orłowska

Kenta Matsushige (*Japan, Hyères Festival 2014*), photograph by Anna Orłowska

Louis Gabriel Nouchi (*France, Hyères Festival 2013*), photograph by Anna Orłowska

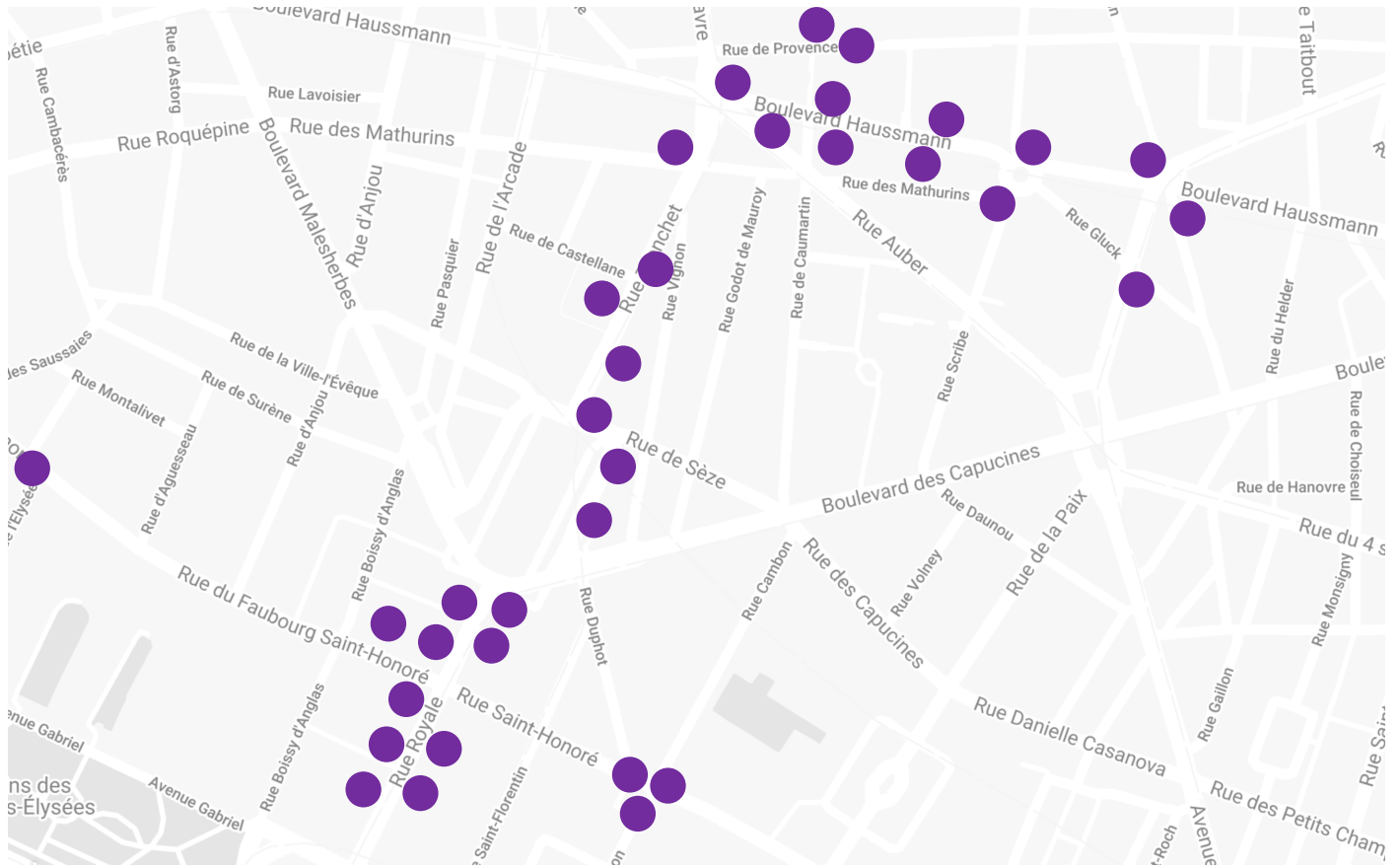
Vanessa Schindler (*Switzerland, Hyères Festival 2017*), photograph by Louise Desnos

Annelie Schubert (*Germany, Hyères Festival 2015*), photograph by Grégoire Alexandre

Marine Serre (*France, Hyères Festival 2017*), photograph by Louise Desnos

Wataru Tominaga (*Japan, Hyères Festival 2016*), photograph by Evangelia Kranioti

**LOCATIONS OF THE 34 DISPLAY BOARDS  
IN THE HAUSSMANN AND SAINT-HONORÉ DISTRICTS**



**PRESS CONTACT**

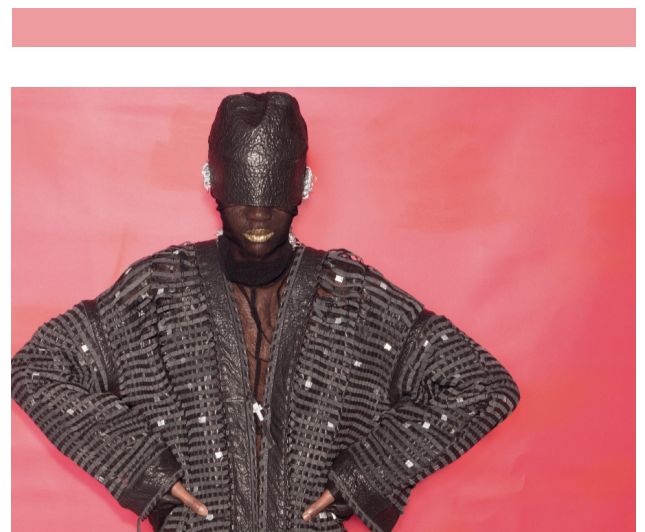
Agence Les Parisiennes - Sarah Lévy  
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Coralie Marabelle,  
Hyères Festival 2014  
Photograph by Anna Orlowska



Kenta Matsushige,  
Hyères Festival 2014  
Photograph by Anna Orlowska



Thomas Berzins & Victoria Feldman,  
Hyères Festival 2013  
Photograph by Ina Jang



## ABOUT COMITÉ HAUSSMANN PARIS

Comité Haussmann Paris is a business partnership (a French non-profit organisation) which unites 11 major retail brands anchored in the Haussmann district under one banner: C&A, Citadium, Galeries Lafayette, H&M, Indigo, Orange, Passage du Havre, Printemps, Sephora, Uniqlo and Zara. These committed, sometimes rival brands, decided to look beyond their own individual identities and work together to drive new momentum in the Haussmann district. They aim to turn it into one of Paris' most attractive and lively hotspots, acknowledged as such in both France and the rest of the world. Comité Haussmann Paris has three main missions: to promote and modernize the district's heritage, to boost its creative and cultural dynamism, and to enhance its retail appeal.

## ABOUT COMITÉ DU FAUBOURG SAINT-HONORÉ

Comité du Faubourg Saint-Honoré was founded in 1902 to preserve its rare and prestigious heritage. It is a district that has made its mark through its activities and distinctive image, and it owes soul and stature to this uniqueness. Comité du Faubourg Saint-Honoré brings together some of the world's most iconic luxury brands anchored in three of Paris' most well-known streets: Rue du Faubourg Saint-Honoré, Rue Saint-Honoré and Rue Royale. They represent wide-ranging expertise, from jewellery, watchmaking, fashion, beauty and art, to hotels, restaurants and more. The district is a symbol of luxury and elegance, a true emblem of Parisian chic, and one of the world's most unique, must-visit locations!

## ABOUT THE HYÈRES FESTIVAL

The International Fashion, Photography and Fashion Accessories Festival held in Hyères, on the French Riviera, promotes young creative talent in fashion, photography and fashion accessories. The festival, which is held every year in the intimate setting of the Villa Noailles, consists of three competitions, exhibitions and panel discussions. The competitions feature ten fashion designers, ten photographers and — for the third time in 2019 — ten fashion accessory designers, selected by professional juries. The works created by the short-listed candidates are presented at a runway show (for the fashion competition) and at exhibitions (for the photography and fashion accessory competitions). Every year, the festival hosts exhibitions on three themes, to which the following personalities have contributed: Karl Lagerfeld, Ann Demeulemeester, Christian Lacroix, Kris Van Assche, Dries Van Noten, Raf Simons, Erwin Blumenfeld, Steven Klein, Steven Meisel, Walter Pfeiffer, Yohji Yamamoto, Inez Van Lamsweerde & Vinoodh Matadin, Felipe Olivera Baptista, Charles Fréger, Carol Lim & Humberto Leon, Steve Hiett...

