

**32<sup>ND</sup> INTERNATIONAL FESTIVAL  
OF FASHION AND PHOTOGRAPHY  
IN HYÈRES  
APRIL 27 – MAY 1<sup>ST</sup>, 2017**



## **FASHION COMPETITION RULES**

The Hyères Festival promotes young artists in the fields of fashion, photography and fashion accessories. Competitions are framed around the villa Noailles, which organises three competitions, exhibitions and conferences.

These competitions highlight ten fashion designers, ten photographers and ten accessories designers, who are selected by a jury consisting of members of each profession. The selected artists' creations are presented through a catwalk show for the fashion competition, a group exhibition for the photography competition, a group exhibition and a video for the accessories.

Over the four days of the festival, the selected young artists individually present their first collection through a day spent with the members of the jury, and then during a catwalk show open to members of the fashion world and the general public, which is coordinated under the artistic direction of Maida Gregori-Boina.

Numerous talents revealed by the past of the festival's fashion competition have since become essential names in the world of fashion: Viktor & Rolf, Jamin Puech, Karine Arabian, Sami Tillouche, Gaspard Yurkievich, Felipe Oliveira Baptista, Sébastien Meunier, Christian Wijnants, Richard René, Swash, Anthony Vaccarello, Julien Dossena, Sandra Backlund, Jean-Paul Lespagnard, Cunnington & Sanderson, Mareunrol's, Alexandra Verschueren, Yiqing Yin, Léa Peckre, Laitinen - Raasakka & Siren, Steven Tai, Satu Maaranen, Kenta Matsushige, Annelie Schubert, Wataru Tominaga.

The Festival's tight-knit bonds with the fashion industry are one of its major assets: leading fashion companies sponsor all events and awards, and thus mark their engagement towards young talent. Designers that have taken part in the Festival as members of the jury count, to cite a prominent few: Martin Margiela, Hussein Chalayan, Helmut Lang, Jean-Paul Gaultier, Martine Sitbon, John Galliano, Pierre Hardy, Jean Colonna, Azzedine Alaïa, Ann Demeulemeester, Christian Lacroix, Riccardo Tisci, Haider Ackermann, Kris van Assche, Dries van Noten, Raf Simons, Yohji Yamamoto, Felipe Oliveira Baptista, Carol Lim & Humberto Leon, Karl Lagerfeld, Julien Dossena.

## **IN ORDER TO ENTER THE COMPETITION, PLEASE ADHERE TO THE FOLLOWING STEPS.**

- The competition is open to all fashion designers at least 18 years old.
- Collective submissions - made by two or more artists - are accepted.
- Only collections for men or women collection may be entered for the competition, no mixed collections.
- The Festival supports the ten finalists and will help them to produce their collection of 8 looks (collection of 7 looks + 1 look competing the Chloé Prize): Première Vision, Puntoseta, Modamont, Parafection, Swarovski...
- We advise you to create a special collection for this competition. The collections that have already been shown will not be favoured.

### **1. STEP ONE SIGN UP BEFORE NOVEMBER 25, 2016**

Visit the website [www.villanoailles-hyeres.com](http://www.villanoailles-hyeres.com) and download the entry form

Fill in the form in full providing all required information

Re-name the completed form in the following manner: surname\_firstname.pdf (ex.: smith\_john.pdf)

Send by email to [fashioncompetition@villanoailles-hyeres.com](mailto:fashioncompetition@villanoailles-hyeres.com) including the completed form and a photo 20 x 30 cm, 300 dpi) of the look you will send in step 2.

### **2. STEP TWO COMPLETE YOUR DOSSIER AND SEND IT BEFORE DECEMBER 2, 2016**

Your dossier **MUST** consist of the following:

a look created for this collection (complete outfit, accessories included)

an accompanying letter listing the number of items for consideration (ex.: 1 jacket, 1 shirt, 1 skirt, 1 pair of shoes, 1 hat)

photos of the look worn by a model  
a professional and fully-developed photographic representation of the finished look for the collection (photos of the 7 looks if possible)

7 sketches of 7 A/W looks for 2017, each consisting of: technical specifications, a detailed explanation of the sketch, a page on the materials employed, as well as a page on the chosen tonal palette (maximum size 30 x 40 cm)

a detailed description of the catwalk show you wish to create for your collection (music, atmosphere, type of model, hair & make up)

a cover letter and a CV detailing your education and solely your experience in the fashion industry

a list of industry figures you would like to participate on the jury (maximum of 8)

a printed copy of your completed entry form

## SENDING AND RETURN OF PROTOTYPES AND DOSSIERS

You must provide a stamped, self-addressed parcel corresponding in size to your dossier and prototype.

### POSSIBLE OPTIONS:

a pre-paid parcel (such as Colissimo or Chronopost for entrants living in France)  
OR

a parcel accompanied with a cheque in euros covering the full cost of return postage, made payable to the Villa Noailles  
OR

a parcel combined with a bank transfer covering the full cost of return postage: International Bank Account Number (IBAN) FR76 4255 9000 3621 0284 7390 707 Bank Identification Code (BIC) CCOPFRPPXXX the transfer must specify that it is for MODE 17  
OR

a pre-paid parcel with a courier \* (UPS/DHL/ FEDEX or any other courier who will deliver to the country of origin)

**THE COMPLETED DOSSIER, IN ITS ENTIRETY, MUST BE SENT POSTMARKED ON OR BEFORE DECEMBER 2, 2016 TO: VILLA NOAILLES - FIMPH / MODE LAURE GRANDON MONTÉE NOAILLES - BP 70176 83405 HYÈRES CEDEX – FRANCE**

\* The sender must accept the responsibility for any eventual taxes and customs charges. The villa Noailles will not take the responsibility for any fees incurred and reserves the right to refuse any dossier where this may occur.

Any incomplete dossiers, sent without the necessary return postage, will neither be considered for the competition, nor returned to the entrant.

The festival will not be held responsible for any damage or loss which may occur during either delivery or return.

The options described in this regulation are the only to be accepted. Do not send cash nor stamps for return.

## SELECTION

An initial selection will take place at Hyères, in December of 2016.

This will be followed by a meeting of the selection committee during the month of January, 2017.

Entrants whose dossier has been selected by this final jury will be personally informed by phone by the organization.

### - YOU MUST THEN:

either create yourself, or have made your 7 outfits

The selected entrants may benefit from the assistance of the Italian firm Puntoseta for the creation of fabrics and, Première Vision, who will provide access to the show along with all of the fabrics and accessories on display by their manufacturers (February 7 to 9, 2017). Presence required on February 7.

create an outfit for Chloé Prize in addition to the 7 silhouettes from your own collection, you will design a silhouette faithful to the traditions of Chloé: the expertise of luxury prêt-à-porter combined with a feminine style that is naturally elegant and spontaneous, and is aimed at today's women

be present at Hyères on Wednesday April 19 until Monday May 1st 2017, inclusive.

The cost of bed and board will be covered by the festival.

## FASHION PRIZES

Two prizes will be awarded by the jury:

### - THE GRAND PRIX OF THE JURY PREMIÈRE VISION.

Wich consists of:

a grant of 15,000 euro offered by Première Vision and a high level of visibility at both Première Vision New-York and Paris shows a collaborative project with some of CHANEL's Métiers d'art, up to 15,000 euro a collaborative project with Petit Bateau, granted of 10,000 euro plus royalties, on the creation of one or several outfits which will be



produced and commercialized by the brand.

#### - GALERIES LAFAYETTE GRANT

Wich consists of:

a collaboration with Galerie Lafayette on a collection

#### - THE CHLOÉ PRIZE

Wich consists of:

a design grant of 15,000 euro offered by Chloé

Maison Chloé reserves the right to market the winner's design, in which case, a percentage of the sales earned will be shared with the designer.

### PLEASE NOTE

All of the chosen designers must commit themselves to adhere to and respect the festival programme (which may be altered at the organiser's discretion).

The jury's decisions for the selection of competitors, as well as during the festival itself, are final and without appeal.

Selected winners will have to donate an entire outfit from their collection along with their completed dossier for the festival's archive.

Selected winners will have to inform the Festival's organization of collaborations with its partners or competing companies for two years after their selection.

Grants and collaborations with new partners

could be proposed.

### PARTNERS

The Festival is organised by the Association villa Noailles and has been financed through the support of the City of Hyères, since its creation in 1986, and since 2003 by the Communauté d'agglomération Toulon Provence Méditerranée, with the support of Direction Régionale des Affaires Culturelles (ministère de la Culture et de la Communication), of Conseil Régional Provence-Alpes-Côte d'Azur, of Conseil Départemental du Var.

#### MAJOR PARTNER:

CHANEL

#### MAIN PARTNERS:

LVMH, Première Vision, Chloé, Défi, Fédération Française de la couture du Prêt à Porter des Couturier et des Créateurs de Mode, Groupe Galeries Lafayette

#### YEAR PARTNERS:

Eyes on Talents, Puntoseta, Fondation d'entreprise Ricard

#### PARTNERS OF THE FESTIVAL:

Petit Bateau, Nina Ricci, Elie Saab, Swarovski, Givaudan, Paris sur Mode – Tuileries, Vilebrequin, Hans Boodt mannequins, John Nollet, Les Arts Décoratifs, Givaudan, Brachfeld, Peroni

## **ORGANIZATION**

**VILLA NOAILLES**  
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**Founder and General Director,  
Jean-Pierre Blanc**

**Artistic director for the catwalk shows,  
Maida Gregori-Boina**

**Information, fashion competition manager  
Laure Grandon  
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