

NEWS

The Hyères Festival 2014

29 April 2014 Jaime Perlman

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Jay Massacret and Jaime Perlman

EVERY spring in a tiny picturesque coastal town in France called Hyères, serious fashion business occurs. Jean-Pierre Blanc, director of the Villa Noailles, founded the Hyères Festival in 1985, a three-day event that recognises up-and-coming talent in both fashion design and photography. Two juries judge contestants for the prestigious Grand Prix - one for fashion design and the other for photography - and notable winners from previous years include designers **Viktor & Rolf** and **Felipe Oliviera Baptista**, whilst **Raf Simons** and **Dries van Noten** have acted as past presidents of the jury.



The judging panel with Hyeres Festival founder Jean-Pierre Blanc (far left)

It was my pleasure to have been invited to be a member of the Jury de Mode by this year's presidents, Carol Lim and Humberto Leon of **Kenzo**, who put together one of the most notably diverse juries to date, made up of friends and collaborators from the creative world: artist Maurizio Cattelan; Pamela Golbin, general curator of fashion and textiles at Les Arts Décoratifs; director Spike Jonze; fashion director Jay Massacret; actress Chloë Sevigny; Carol Song, buyer for Opening Ceremony; Eric Wilson, fashion news director of American *In Style*; and me (the creative director of British

Vogue).

Ten designers competed for three prizes: firstly the Grand Prix de Première Vision, where the winner would be awarded €15,000; prominence at Première Vision New York and Paris fashion shows, a collaborative project with some of *Chanel's* Metiers d'Art and a collaboration with Petit Bateau; secondly creating a special look for the house of *Chloé* and a prize of €15,000; and finally, the award for the public's favourite designer.

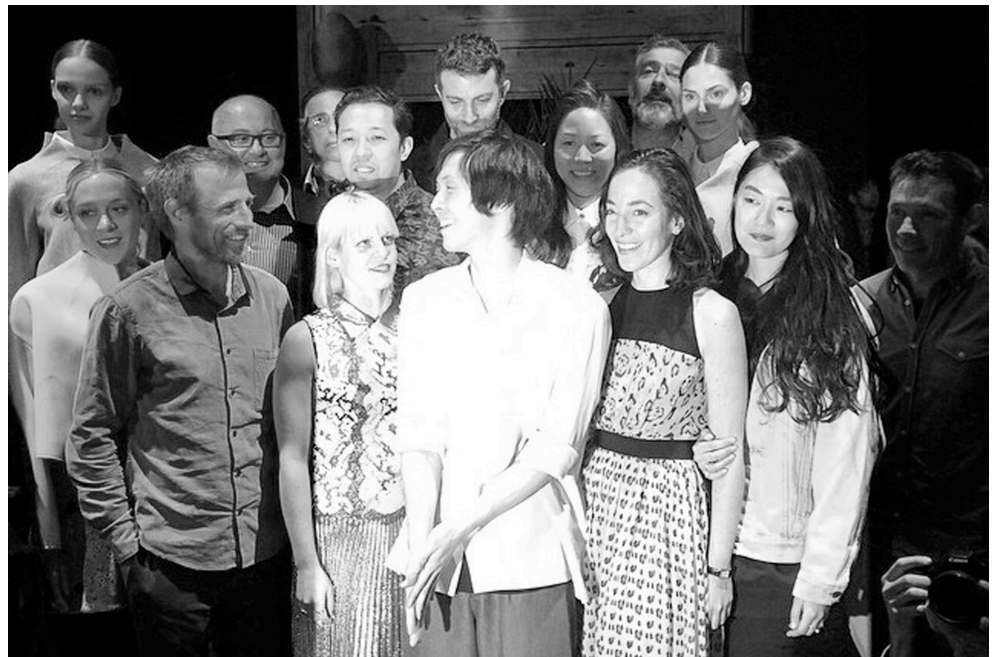
Over three days we immersed ourselves in the work of these young designers from around the world. We attended a private presentation of each collection, a group fashion show, and visited studios to scrutinise their handiwork. The talent was strong across the board and each of the designers had very different strengths and points of view.

Our final deliberation dinner lasted for hours, with each of us passionately debating about who, among such a talented and varied group, deserved to win. In the end, we decided to award not three prizes, but four.



The go-karting crew

There was still time for fun amid the hard work and debate, and Humberto and Carol know how to keep things light and fun. We still found time to enjoy the local markets of Hyères and the sea and sun at our hotel, Le Provencal. We even competed in our very own jury go-karting race at the local Speed Kart in Hyères just before the final awards ceremony. Spike Jonze came first, nearly running the other jurors off the course, and I came last. We arrived at the awards venue a little whip-lashed and dusty.



The jury with Grand Prix award winner Kenta Matsushige

The jury's favourite for the Grand Prix award was Kenta Matsushige from Japan, whose clean, focused collection was sublimely crafted in simple but beautiful shapes. We were extremely impressed with his attention to detail, interesting buttonholes, beautifully tailored shirts, trousers and coats. We felt his collection could easily be seen in stores around the world.



Kenta Matsushige's winning designs

For the Chloé house prize, the jury was torn between Vienna-born Roshi Porkar and Liselore Frowijn, from Holland. We all loved both girls' immense creativity and unique take on the look for Chloé. We were particularly impressed with the almost cartoon-like, oversized zip Porkar added to her sweater, while Liselore enraptured us with her flowing fluoro overcoat worn with a very Chloé-style blouse and trousers. The president of Chloé agreed with us and generously allowed us to award not one but two prizes of €15,000 to each girl.



Carol Lim, Spike Jonze, Chloe Sevigny and Humberto Leon



Ukrainian designer Yulia Yefimtchuck's collection

Another stand-out was the Ukrainian designer Yulia Yefimtchuck, whose political undertones in her work were not to be ignored. Her red, black and white Soviet-style collection looked bold and cool. Humberto and Carol created the Opening Ceremony prize for her, and her collection will be stocked in five stores around the world for two seasons.

Finally, the public vote went to the French designer Coralie Marabelle for her ornate and pretty collection.