

Linen: a popular material among winners in Fashion and Accessories at the 38th International Festival of Fashion, Photography and Fashion accessories, Hyères

On Sunday, October 15, after four days of design, fashion, and plenty of emotion, the winners of the 38th International Festival of Fashion, Photography and Fashion accessories, Hyères were announced on the steps of the famous Villa Noailles, which is celebrating its 100th anniversary this year.

Before an excited audience of professionals, journalists, artists, and fashionistas, three young fashion designers, three photographers, and two designers of accessories were rewarded for their creative, technical, and artistic talents.



Of the five major winners of the Fashion and Accessories contest this year, three had benefited from the support of the Alliance for European Flax-Linen & Hemp (formerly the CELC) as part of their partnership with the International Festival of Fashion, Photography and Fashion accessories:



IGOR DIERYCK [BE],
winner of three awards:

- Grand Prix of the Jury Première Vision
- Prix du Public of the city of Hyères in fashion
- Prix 19M Métiers d'Art

With the support of the Alliance for European Flax-Linen & Hemp, they have learned about European Flax-Linen in all of its richness and diversity.

European Flax™ certified European Flax is recognized for its technical properties and performance in temperature regulation, resistance, insulation, and breathability, its remarkable functional and environmental properties - traceability, West European origin, local - and its innovative potential.

With guidance from the team at the Alliance on sourcing, which put them in touch with its weavers and spinners, Igor Dieryck, Victor Salinier, and Christiane Schwambach used Linen fabric as their own means of self-expression, inspired by the modernity and diversity of its uses as well and its numerous creative expressions.

They are unanimous in hoping to continue working with Linen, each in their own way, and broadening their experience with this natural material in future collections.

Igor Dieryck, winner of the Grand Prix of the Jury Première Vision, received a donation of European Linen raw materials and support in designing future collections, such as the one he will be presenting at the 2024 edition of the festival.



VICTOR SALINIER [FR],
winner of two awards:

- Hermes Fashion Accessories Prize
- Prix du Public of the city of Hyères in fashion accessories



CHRISTIANE SCHWAMBACH [GER],
winner of an unprecedented award:

- Special Mention of the Accessories Prize Jury

ABOUT THE PARTNERSHIP

Working together with Villa Noailles since 2012, the Alliance for European Flax-Linen & Hemp has been the official partner of the Grand Prix of the Jury Première Vision in fashion since 2022.

At this latest edition, six young fashion designers from five countries and four designers of fashion accessories from three countries used Linen in one or more pieces in their collection.

As part of its three-year partnership with the festival, the organisation commits to:

- Facilitating access to textile and technical innovations in European Linen for finalists in the fashion and accessories contests
- Supporting finalists with materials sourcing in the fashion and accessories contests
- Supplying Flax-Linen materials to finalists, helping them to create their collections



THE WINNERS IN FOCUS

IGOR DIERYCK [BELGIUM]

« YESSIR » COLLECTION

- Grand Prix of the Jury Première Vision
- Prix du Public of the city of Hyères
- Prix I9M Métiers d'Art

A native of Belgium, born to a Flemish father and Walloon mother, a duality which shaped his critical spirit together with his love for his country, Igor Dieryck holds a master's degree in fashion from the Royal Academy of Fine Arts Antwerp.

Inspired by his stint working as a hotel receptionist to support himself during his studies, his collection YESSIR for men and women which he presented at the festival was inspired by hotel uniforms and lobbies, a cosmopolitan meeting place where people cross paths with strangers, and where staff uniforms, just like furnishings and objects adorned with the hotel logo, must adhere to strict rules and codes. In this way, Igor Dieryck raises questions about the role of the uniform, and successfully mixes clothing reminiscent of classical tailoring reworked in more experimental constructions with a more modern aesthetic, sometimes with an almost surrealist sense of humour.



Interested in affirming his Belgian identity while honouring his country and its traditional skills, he decided to work with local partners: *“It’s important for me to work with Belgian suppliers in order to support the expertise in my country.”* Of the potential local materials, Linen quickly emerged as an obvious choice: together with France and the Netherlands, Belgium is one of the three major Linen producers in Europe.

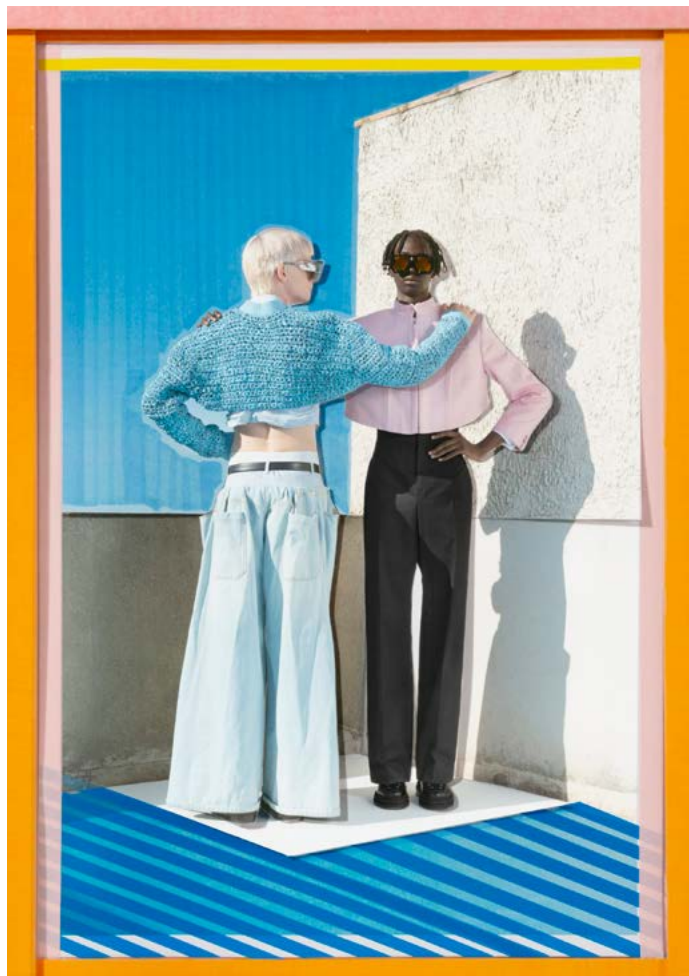
Although it was his first time working with Linen, Igor Dieryck felt very excited about working with this eco-friendly, local material with multiple potential creative uses: *“I had no idea that Linen could be used in suits, my favourite field; by working together with teams from the Alliance for European Flax-Linen & Hemp, I was able to discover all the facets and virtues of this material, which is much richer and more complex than it seems.”*

The young designer adds: *“In addition to its natural elegance, Linen is a fabric with a rich texture, making it possible to lend a sophistication to its natural look and to break the sometimes-oversimplified neutrality of the suit.”*

His partnership with the Alliance for European Flax-Linen & Hemp allowed Igor Dieryck to collaborate with one of its members, the French weaver Libeco. This collaboration culminated in the design of a suit vest and a pair of double trousers, somewhere on the design spectrum between a loose-fitting, flowing suit bottom and oversized jeans.

The suit vest is purposefully wrinkled to look as if it were too small. The use of Linen, which can be found even on the buttons, provided for a naturally refined finish. The trousers, on the other hand, embodied a duality of styles, with a top made of Linen in a show of subtle sophistication, fitted over with a wide denim pair of jeans, for a both elegant and modern suit look.

After making his first piece with Linen, Igor Dieryck said: *“I will continue to use Linen in my future projects for its many creative properties and also for its eco-friendly values.”*



The Jury of the Fashion contest

Charles de Vilmorin

President of the Fashion jury, Designer, founder of Charles de Vilmorin

Hubert Barrère

Artistic Director of Lesage Haute Couture embroidery

Daphné Bürki

Presenter, Actor, Stylist

Pierre de Maere

Singer-songwriter, Composer, Performer

Babeth Djian

Founder and Editor-in-Chief of Numéro magazine.

Flora Fishbach

Singer-songwriter, Composer, Performer

Sophie Fontanel

Fashion Journalist and Author

Antoine Gagey

General Manager at Jean Paul Gaultier

Bilal Hassani

Artist, Author, Composer, Performer

Alice Moitié

Photographer and Director

Jenny Hytönen

Grand Prix of the Jury Première Vision 2022





VICTOR SALINIER [FRANCE]

« KATIE » COLLECTION [LEATHER GOODS]

- Hermès Fashion Accessories Prize
- Prix du Public of the city of Hyères for Accessories

A graduate of the Geneva University of Art and Design (HEAD), Frenchman Victor Salinier lives and works in Paris. He created a collection of bags designed to look like artwork with a semi-aerodynamic look for the accessories contest at the festival. His goal was to rethink the way accessories are designed, while preserving artisanal know-how. Victor Salinier used a sophisticated design process for these bags. Some were printed in 3D and covered in embroidered leather or fabric for use as ornamental pieces, sculptures, or containers, traditional craftsmanship meeting technology to bring exceptional leather-making skills into the future.

His partnership with the Alliance for European Flax-Linen & Hemp allowed the young designer to combine natural Linen material, ancient embroidery techniques and 3D printing to make a both classical and futuristic bag for daily use.

This was the first time that Victor Salinier used Linen in his collections. By working with engineers, the young designer began by creating a rigid 3D structure, designed like a canvas that he then completely embroidered with black Linen yarn that he had found at his local drugstore. This semi-untreated Linen yarn, more sensitive to the passage of time, was intended to give a natural feel to the work, lending softness and tenderness to the bag's strict sculptural aesthetic. This homogenous, seamless piece required over 200 hours of needlework.

Feeling excited about his first experience using Linen, Victor Salinier expects that he will continue to work with it: *“I only saw a tiny fraction of the possibilities of Linen. This natural and flexible fibre is aligned with the philosophy behind my project: fusing cutting-edge technology, natural materials and traditional know-how.”*



CHRISTIANE SCHWAMBACH [GERMANY] **« SLOW COUTURE » BAG COLLECTION**

• Special Mention of the Accessories Jury

Originally from Hamburg, Germany, where she still lives and works, Christiane Schwambach makes bags out of glass, to which she applies, mixes, or adds a variety of elements and ornaments which she has sought out and carefully selected.

Recycling lies at the heart of her creative process. Working on existing materials comes naturally to the young designer, who creates bag collections that are sustainable, couture and enriched by the history of each element contained therein: fabrics, fragments of objects, eco-friendly materials.

Using Linen was a natural choice for Christiane Schwambach, who wanted to embody both creativity and environmental responsibility in her collection. The partnership allowed the young designer to obtain Linen trimmings from the inventory and archives of the Alliance for European Flax-Linen & Hemp. Moreover, the inside pockets of all bags in her collection to be presented at the festival are made of Linen.



The jury of the Fashion Accessories contest

Alan Crocetti

President of the Fashion Accessories jury,
Jewellery Designer, Founder of Alan Crocetti

Maria Bernad

Designer and Sustainability Consultant

Tyrone Dylan

Fashion Designer and Stylist for Rick Owens

Serhat Isik

Creative Director of GMBH and Trussardi

Mauricio Stein

Eyewear Designer

Amanda Sanchez

In-House Model at Chanel

StyleNotCom

Fashion Reporter

Laura Vandall

Fashion Stylist

Nono Vázquez

Fashion Director at El Pais Icon

Joshua Cannone

2022 Grand Jury Prize in Fashion Accessories



FLAX-LINEN, "FIBRE OF CIVILISATION(S)", PRESENTED AT THE VILLA NOAILLES

In parallel to its collaboration with finalists from the fashion and accessories contests, the Alliance for European Flax-Linen & Hemp will present "*Flax-Linen, Fibre of Civilisation(s)*" at the festival, co-published with Actes Sud and edited by Alain Camilleri, a Consultant and Cultural Mediator on Linen.

This unprecedented work is a cross-cutting exploration of the different facets of Flax-Linen and was presented to festival-goers at a book signing in the Villa Noailles gardens on Saturday, 13 October. It was also made available for purchase at the Villa Noailles gift shop.

"Flax-Linen, Fibre of Civilisation(s)" tells the story of Linen in all of its aspects: economic, agricultural, environmental, historical and religious, aesthetic and technical, and technological and innovative. Extremely comprehensive, the book focuses on facts (agricultural, economic, and scientific), historical accounts, and a great number of anecdotes that appear in each section.

A collective work that was made possible through the participation of many prestigious contributors, including archaeo-botanists, archaeologists, historians, scientific laboratories, designers and industrialists, farmers, dyers, spinners and weavers.

Please see the relevant [press release](#) for further details.



ABOUT

The Alliance for European Flax-Linen & Hemp (formerly known as the CELC, an association founded in 1951) is the only European agro-industrial organization that serves as a global reference and brings together all players in the European Flax-Linen and Hemp value chain.

A platform for reflection, current analysis, collaboration and strategic orientation, the Alliance for European Flax-Linen & Hemp supports and industry of excellence in a globalised context. It encourages dialogue with national and European public authorities.

It promotes an environment favourable to increasing business competitiveness through its three-fold mission of informing members, brands, and consumers, supporting the European ecosystem and European expertise, and promoting European Flax-Linen and Hemp as the preferred sustainable premium fibres worldwide.

It connects 10,000 businesses in 16 European countries and bases its work on the values of solidarity, innovation, scientific validation, and respect for people and planet.

It promotes, initiates, and organizes strategic reflection and research on its fibres in order to provide all of its interlocutors with evidence-based environmental data and reliable scientific evidence.

The Alliance for European Flax-Linen & Hemp strives to increase the international visibility of its fibres, whose technical and environmental properties inspire global design and open up new opportunities for industrial innovation. It guarantees the traceability of flax fibre thanks to the EUROPEAN FLAX™ and MASTERS OF LINEN™ certifications.

The Alliance for European Flax-Linen & Hemp is the new name of the CELC, an association founded in 1951. Western Europe is the top global producer of Flax fibres (with France, Belgium and the Netherlands accounting for 75% of production).



EUROPEAN FLAX™ :

The guarantee of traceability for premium quality Flax fibres grown in Western Europe for all end uses. A plant fibre, produced through farming that is respectful of the environment, without irrigation* or GMOs.

**except in exceptional circumstances.*



MASTERS OF LINEN™ :

Guarantee of traceability for linen made by European companies on European and Euromed 1 sites. A textile of excellence, local at all stages: from the vegetal European Flax™ fibre, to yarn and fabric.

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