



# Certified European Linen boosts Fashion Festival catwalk

After impressing young designers at previous festivals, European Flax-Linen certified European Flax™ or Masters of Linen™ continues to attract the attention of professionals, journalists and designers who will be attending the 39th Hyères International Fashion and Photography Festival, from 10 to 13 October 2024. European Flax-Linen takes centre stage once again at the Villa Noailles!

This year, five young finalists took a keen interest in Flax-Linen, incorporating it seamlessly into their creative work. While they were sensitive to the responsible and local aspects of the fibre, it was above all the aesthetic and tactile qualities of Flax-Linen that captivated and inspired them.

With bold determination, they have chosen demanding fabrics that already have a certain character, resolutely moving away from basics that might have been easier to make their own.

The fashion designers were able to breathe their own creative vision into the fabrics, using finishes, embroidery and coatings. They have explored every aspect of the fabric, including the most unexpected, once again demonstrating the versatility of Flax-Linen.





Founded in 1986, the Hyères International Fashion and Photography Festival is recognised as the world's oldest competition for young fashion professionals. Every year, it welcomes numerous French and international journalists, influencers and members of prestigious ready-to-wear fashion houses. Since 2016, the event has also supported new designers of fashion accessories, reinforcing its role as a springboard for the young guard of contemporary creation.

## THE ALLIANCE'S INVOLVEMENT IN THE HYÈRES FESTIVAL

As part of its ongoing commitment to the young talent of contemporary fashion, the Alliance for European Flax-Linen & Hemp harnesses the initiative and support of its members, European weavers, spinners and knitters to support emerging talent.

Playing the role of industrial and cultural mediator, the Alliance encourages the creativity of the competition's prize-winner hopefuls by facilitating their sourcing of European Flax™ certified Flax-Linen, according to their creative intent. Moreover, for this edition, five of the ten finalists in the Fashion and Accessories competition benefited from the Alliance's support, due to its partnership with the festival.

The Alliance is pursuing a number of objectives over a three-year period:

- **Facilitate the finalists' access to the textile and technical innovations of certified European Flax™ and/or Masters of Linen™.**
- **Support designers in their sourcing of materials, providing them with an endowment of European Flax-Linen to incorporate into their collections; this being presented before the festival jury, chaired this year by Nicolas Di Felice, artistic director of Courrèges, a cult house in luxury ready-to-wear.**

Last year, the Alliance's support bore fruit, with three of the top five winners choosing to work with European Flax-Linen.

This testifies to the growing appeal of this plant fibre in tomorrow's fashion.



The Alliance is striving to prove & promote the functional and environmental properties of Flax-Linen and to establish certified traceability using two certifications:



### EUROPEAN FLAX™

The guarantee of traceability for premium quality Flax fibres grown in western Europe for all end uses.



### MASTERS OF LINEN™

The guarantee of traceability for Linen made by European companies on European and Euromediterranean sites.



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# SPOTLIGHT ON THE FINALIST DESIGNERS

## - HYÈRES 2024

**KENSHIRO SUZUKI**

### "Promenades Project" collection

Project carried out with the support of the Alliance for European Flax -Linen & Hemp and its members:

**Bellandi Spa, Folgarolas Textil, John England, Lemaitre Demeestere, Marini Industrie, Rossi Lorenzo & Figli Srl, Satab, TMG.**

**Promenades Project** is a stroll through a collection of poetic, unisex sportswear. The choice of materials, pattern-making techniques, treatment of fabrics and pattern-making are all meticulously thought through.

The collection incorporates sportswear elements, far removed from the quest for performance or a competitive spirit.

The designer's approach is to detach the functionality of sportswear from its utilitarian and productive context. The designer has selected several types of Flax-Linen to make almost all of his collection, emphasising the notion of durability, as these materials help to extend the life of the garments. Handcrafted techniques are also used, such as natural dyes, poppy seed oil coatings and stitching that blurs the pattern.

A series of landscape photographs, resulting from a walk "oriented towards disorientation", illustrates the atmosphere of the collection.



*"I prefer Flax-Linen because of its affinity with the body, time, the environment, etc. and its (slight) indeterminacy in terms of design and materiality. Its vegetal and identifiable texture and its colour end up changing, in a good way, becoming softer, which is not necessarily predictable. As I progressed with my collection, I wanted to make everything in Linen - it's a material that inspires me enormously."*

**Kenshiro Suzuki**

## LA CAGE - VICTORIA BAIÁ & VICTOR KOEHLER.

### "Last Tour" collection [menswear]

Project carried out with the support of the Alliance for European Flax-Linen & Hemp and its members:

**John England, Leomaster, Libeco, Rossi Lorenzo & Figli Srl, Safilin.**



The **Last Tour collection** is designed in the style of a report on a fictitious music group. The models are the trio's archive pieces.

They are relics of concerts, memories of youth, like good luck charms from a touring suitcase whose sentimental value makes us forget its dilapidated state, and which the musicians can't get rid of: a worn-out beige suit, a floppy hat faded by the sun, a crumpled shirt.

*"We were already used to using old vintage fabrics and sheets in raw or bleached Flax-Linen, but our collaboration with the European Linen and Hemp Alliance has given us access to suppliers, which has enabled us to interpret several models in the collection in a creative way. Focusing on suits and stage costumes, we are presenting, for example, a brass band costume made entirely from different qualities of Flax-Linen. These textiles ensure a fall and an intensity of colour that matches our style. Thanks to supplies from Alliance members, we have been able to combine old and new Flax-Linen fabrics, which we have patinated, washed and embroidered. To complement the collection, we developed 100% Linen T-shirts, spun, knitted and assembled in France."*

**La Cage - Victoria Baia & Victor Koehler**



## GAELE LANG HALLOO "Abseits" collection

Project carried out with the support of the Alliance for European Flax -Linen & Hemp and its members:  
**Lineaesse Tessuti, Riopelle Texteis, Tessuti di Sondrio.**



The research for the Abseits collection ("Off side" in German) began after a visit to the "Designing the Beautiful Game" exhibition at the London Design Museum, a revelation for the designer.

Although football is a sport with worldwide appeal, its influence on fashion is often overshadowed by that of other disciplines such as basketball, tennis or skateboarding.

The contrast between the raw energy of football fans and the elegance of haute couture might seem contradictory, but it is precisely this combination that has inspired the designer. She reinvents everyday sportswear, such as tracksuits and football shirts, to create a link between the two worlds.

The collection is a love letter to the style of football and the traditions of French supporters.

*"My collection celebrates France, and I think it's interesting to highlight a material that is rooted in our heritage, so I designed a complete outfit around Flax-Linen. I really wanted my choice of Flax-Linen to bring a new perspective to sporty styles, and its breathable qualities, which are rarely used in sportswear and streetwear, particularly appealed to me. From head to toe, coated Flax-Linen allowed me to reinterpret accessories and leather goods such as bags, bobs, etc."*  
**Gaëlle Lang Halloo**



## JULIE MOULY-POMMEROL "Métamorphose" collection

Project carried out with the support of the Alliance for European Flax -Linen & Hemp and its member : **John England**

This collection is based on the metaphor that nature is driven by a fierce desire to regain its rights. For, despite man's desire to control it, nature always ends up reclaiming its rights and freeing itself from the constraints imposed on it by man, who draws inspiration from it, draws on it or uses its resources, but is forced to bow down when it imposes its will.

With this collection, she pushes man to his limits, drawing him into her metamorphosis. Nature prints, sculpts and escapes from its models, showing itself to be in turn poetic, joyful, colourful and intriguing. Nature bursts forth and imposes itself, raising the question: is it the origin or the extension of clothing?



*"The Flax-Linen I selected for my collection has an organic character and evokes the roots or grooves of a tree, natural and moving elements which explain my choice of three references from the supplier John England. I've also created other looks in Flax-Linen, which I'll be wearing during the festival, to be in harmony with my collection."*

**Julie Mouly-Pommerol**

## LILIAN NAVARRO

### "Cargo Culte" collection

Project carried out with the support of the Alliance for European Flax -Linen & Hemp and its member **Lemaitre Demeestere**



This collection reflects the designer's vision of the world around us. It questions our consumption, globalisation and symbolises the journey of a simple banana box that becomes a new material after a long journey.

This reflection has led Lilian Navarro to rethink the very design of the garment, looking for clever ways to cut and construct, and reducing the use of fabric. Her collection aims to give value back to the ordinary. Inspired by flat cardboard boxes, the models evolve from 2D to 3D with simplicity.

With him, offcuts generate new elements: pockets, collars, ruffles or shoulder yokes. With out-of-the-box designs that are part of a pop and colourful universe dear to the designer, the collection refers to the dress codes of dockers and workwear, the very people who process the journey of these famous cardboard boxes.

*"For me, European-grown Flax-Linen represented an opportunity to work with a sustainable fabric. It was a chance to highlight a fibre with unique properties, which I rediscovered thanks to samples that revealed its creativity. My concept is to reinterpret the weave of a Chanel suit, using Flax-Linen in the idea of a faux jean. It's combined with embroidery work where the materials and cut deceive the eye of the beholder."*

**Lilian Navarro**



#### ACKNOWLEDGEMENTS:

Alliance for European Flax -Linen & Hemp thanks all the weavers and spinners who helped the five finalists to make available the raw material resources of Flax so they could develop their creative project:

**Bellandi Spa, Familitex, Folgarolas Textil, John England, Leomaster, Lemaitre Demeestere, Lineasse Tessuti, Libeco, Marini Industrie, Northern Linen, Riopelle Texteis, Rossi Lorenzo & Figli Srl, Safilin, Satab, Tessuti di Sondrio, TMG.**

**Hyères International  
Fashion and Photography  
Festival 2024 - 39<sup>th</sup> edition.**

**Thursday 10 to Sunday  
13 October 2024  
at the Villa Noailles -  
Hyères.**



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# 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 organises 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.



## 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 Euromediterranean sites. A textile of excellence, local at all stages: from the vegetal European Flax™ fibre, to yarn and fabric.

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