Alliance for European
Flax-Linen & Hemp

Press Release
Paris, 30 september 2025

European Flax-linen in the running at the 40th International Festival of Fashion, Photography and Accessories – Hyères 2025

Having won over young designers at previous festivals, European Flax-linen continues to captivate professionals, journalists and fashion houses who will gather for the **40th International Festival of Fashion, Photography and Accessories in Hyères from 16 to 18 October 2025.** At the heart of the Villa Noailles, Flax-linen will once again play a key role, combining elegance and modernity.

Demonstrating their inventiveness, **two of the finalists chose this exquisite fibre with its distinctive character,** sometimes preferring to move away from more conventional materials: **Sofia Hermens Fernandez** [Fashion competition] and **Alyssa Cartaut** [Accessories competition].

Focusing on the functional and environmental properties of certified European Flax-linen, **they have successfully infused their unique vision of the material,** exploring it to its fullest potential – even in unexpected ways.

THE ALLIANCE'S SUPPORT AT THE HYÈRES FESTIVAL

In line with its commitment to young fashion designers, the Alliance harnesses the energy and support of its members – European weavers, spinners and knitters – **to support emerging talent.**

Acting as both an industrial mediator and cultural facilitator, **the Alliance stimulates the creativity of competition entrants by facilitating their supply of European linen certified** according to their artistic intentions.

As a loyal festival partner, **it supported two of this year's finalists in the Fashion and Accessories categories.**

The festival also enables the Alliance to work over the long term. Over three years, it aims in particular to:

- **Facilitate access for finalists to textile innovations and technical expertise from MASTERS OF FLAX FIBRE (formerly European Flax™) and/or MASTERS OF LINEN™ certified European Flax-linen**
- **Assist designers with sourcing by providing them with European Flax-linen to incorporate into their collections presented to the festival jury.**

Last year, the effort paid off: among the ten winners, five young designers chose to work with certified European linen, a concrete sign of the continuing appeal of this plant fibre for the fashion of the future.

CERTIFICATIONS FROM THE ALLIANCE FOR EUROPEAN FLAX-LINEN & HEMP

Two certifications created and upheld by the Alliance guarantee the excellence of the European Flax industry.

MASTERS OF FLAX FIBRE™

Formerly known as European Flax™ (established in 2012), **this origin and traceability certification has been renamed Masters of FLAX FIBRE™. It ensures responsible agricultural practices** and highlights **the unique expertise of European Flax fibre producers. The certification covers every stage of processing—from fibre to finished products**—across all market sectors. In addition to its new name, the certification comes with a refreshed logo, tagline and commitment. It reflects the increasing demand for traceability among brands, driven by growing consumer expectations.

MASTERS OF LINEN™

The Masters of LINEN™ certification, a flagship of the Alliance, **recognises European spinners, weavers and knitters with outstanding Flax-Linen expertise who are committed to sourcing European-grown Flax-Linen.** Masters of LINEN™ guarantees that all stages of growing and processing are carried out by European companies, from Masters of FLAX FIBRE™ to yarn and fabric. Masters of LINEN™ supports a comprehensive approach to sustainable industrial transformation, as well as to innovation and European creativity.

FOCUS ON FASHION AND ACCESSORY DESIGNERS WHO USE FLAX-LINEN

During the Festival, the finalists, chosen by a distinguished jury, have the opportunity to present their collections to industry professionals and the general public through showrooms organised at the Villa Noailles and a fashion show event.

FASHION COMPETITION

SOFIA HERMENS FERNANDEZ — SPAIN-GERMANY

@sofiahermensfernandez

BIOGRAPHY

Sofia Hermens Fernandez holds a Master's degree in Fashion Design from the Royal Academy of Fine Arts in Antwerp (class of 2024). Combining in-depth craftsmanship with a feminist attitude, her designs are sometimes playful, sometimes subversive.

Her practice combines traditional craftsmanship with contemporary techniques—pleating, felting, machine knitting, quilting, and digital printing—and her work shifts between textile heritage and contemporary sensibility.

Prioritising craftsmanship and experimentation, the fashion designer asserts herself with a mischievous aesthetic that is both exacting and thoughtful.

PROJECT DESCRIPTION

Her collection entitled Semiotics of Girlhood expresses her own perspective on a subversive form of female youth applied to fashion, focusing on the notion of the ‘young girl’.

Through it, the designer aims to reinterpret women and their childhood as producers of cultural representations and instigators of conceptual reflections on contemporary femininity.

WHAT THE DESIGNER HAS TO SAY

"Generally speaking, I prefer natural materials to synthetic ones. That's why it seemed obvious to me to include linen alongside other natural materials in my collection. I am interested in exploring everyday textiles – old or vintage – such as those my grandmothers used to wash every day, and linen was always a feature. Working with the Alliance gave me access to suppliers who were able to provide me with a superb semi-transparent checked fabric. I reinterpreted the red and white gingham pattern – characteristic of children's clothing and tablecloths – transforming it into intricate embroidery in partnership with the Montex workshop (19M), on a linen and cotton base from Texmoda. I also used a 100% linen openwork check weave from Klasikine."

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

The fashion jury met at the Institut Français de la Mode in Paris on 29 January 2025 to select the ten finalists for the competition. **To know more about the Fashion Jury, please visit the official Festival's Website.**

ALYSSA CARTAUT — FRANCE

@alyssacartaut

BIOGRAPHY

Alyssa Cartaut, a graduate of the Duperré School (Paris) and La Cambre (Brussels), is a French accessory and shoe designer. She has worked with prestigious fashion brands such as Celine and Tom Ford. Her collection draws inspiration from interiors and bedrooms. For the designer, the bedroom is a space of paradoxes, both a refuge and a boundary. It protects and isolates; it invites us to rediscover the intimacy of everyday life and to question the depth of our personal spaces.

Her collection reflects this duality through a new form of protection centred around the cushion: her shoes inflate and deflate, establishing an ever-changing relationship between the individual and their personal space, giving each model its own breath. Shoes become an extension of the self, shifting between withdrawal and exposure, protection and freedom. At the heart of the collection, the mule embodies the subtle tension between shelter and exposure: inspired by the reassuring gesture of slipping on a slipper, it offers comfort and intimacy, transforming itself into a kind of 'foot chamber'.

The designer explores poetic and sensitive forms through innovative and responsible materials, combining craftsmanship with a contemporary conceptual approach.

PROJECT DESCRIPTION

In this collection, some pairs of shoes incorporate 3D-printed linen elements. 3D printing is not purely an aesthetic choice, but a technical solution that meets the needs of the project: it gave the designer the opportunity to create internal elements that are difficult to manufacture on a small scale – heels with unusual shapes, anatomical soles – which are invisible from the outside once the shoe is finished. This process also enabled her to reduce lead times and costs compared to traditional moulds shaped by a mould maker-sculptor.

Once 3D printed, the mould was used as a template for pattern making and then assembly. It was then removed from the model at the end of the manufacturing process.

For the technical phases of her project, Alyssa Cartaut collaborated with product designer and 3D specialist Enzo Colin, who provided rigour in the design and mastery of technical adjustments.

WHAT THE DESIGNER HAS TO SAY

"It was very rewarding to be able to discuss and understand how Flax-linen could meet a specific need for my project. I was able to experiment with a Flax-linen filled PLA filament as an alternative to the recycled PLA I had been using previously. This solution allows me to reduce my use of plastic while offering properties that are particularly interesting for footwear, especially in terms of shock absorption. I use this filament to print structural elements such as heels, footbed soles, and the moulds used for assembly."

Project carried out with the support of the Alliance for European Flax-Linen & Hemp and its member Nanovia.

The fashion jury met at the Institut Français de la Mode in Paris on 29 January 2025 to select the ten finalists for the competition. **To know more about the Fashion Jury, please visit the official Festival's Website.**

Founded in 1986, the International Festival of Fashion, Photography and Accessories in Hyères is recognised as the world's oldest competition for young fashion professionals.

Every year, institutions, professionals from the fashion and culture sectors, influencers and executives from major brands, design studios, journalists and French and international influencers support this initiative and participate in the event.

Since 2016, the festival has also supported new fashion accessory designers, thereby strengthening its role as a springboard for the young guard of contemporary design.

villa Noailles

40th International Festival of Fashion, Photography and Accessories – Hyères

from 16 to 19 October 2025
Villa Noailles - Hyères.

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 Masters of Flax Fibre™ (ex-European Flax™) and Masters of Linen™ certifications.

MASTERS OF FLAX FIBRE ™
(EX-EUROPEAN FLAX™)

A certification that ensures integrated crop management practices and highlights the unique expertise of European fibre producers.

Masters of FLAX FIBRE™ provides European origin traceability from Flax fibre to finished product, for all end markets.

MASTERS OF LINEN™

A certification of distinction for European spinners, weavers and knitters who excel in the craft of transforming Flax into Linen and who are committed to prioritizing European Flax-Linen sourcing.

Masters of LINEN™ is a guarantee that all cultivation and processing steps are made by European companies, from Masters of FLAX FIBRE™ to yarn to fabric.

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