Alliance for European
Flax-Linen & Hemp

Press Release
25 june 2026

Design Parade 2026: Six Finalists Champion the Creativity of European Flax-Linen in Their Projects

Held in Hyères and Toulon by Villa Noailles, the Design Parade festival aims to promote contemporary creation through professional encounters, exhibitions open to the public, and two competitions: *Object Design*, established in 2006, and *Interior Architecture*, launched in 2016.

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THE ALLIANCE FOR EUROPEAN FLAX-LINEN AND HEMP SHOWCASING EMERGING CREATIVE TALENT

A longstanding partner of Design Parade, the Alliance is supporting six finalists this year in the development of projects incorporating European Flax certified under the Masters of FLAX FIBRE™ and Masters of LINEN™ certifications. It continues its mission of raising awareness by highlighting the opportunities and challenges embodied by European Flax, an exceptional plant-based fibre, among the next generation of designers. The Alliance also mobilises its members to provide the materials required for the realisation of the finalists' projects.

To prepare the finalists to integrate Linen into their project presented to the Jury, the Alliance welcomes them and trains them to better know and use Flax fibre during workshops, group coaching and personalized meetings at the Linen & Hemp Dream Lab, his Parisian showroom.

In this way, young talents become familiar with the functional and environmental properties of European Flax-Linen, as well as with the materials, textiles and techniques offered by the Alliance's various members.

THE ALLIANCE'S CERTIFICATIONS

Two certifications created and championed by the Alliance guarantee the origin and traceability of European Flax: the Masters of FLAX FIBRE™ certification and the Masters of LINEN™ certification.

Flax is cultivated in Western Europe, particularly in France (Normandy, Hauts-de-France, Île-de-France and Brittany), Belgium and the Netherlands. The naturally humid oceanic climate, fertile soils and long-established expertise of Flax growers all contribute to the quality of European Flax.

This particular region, which is the world leader in terms of production, accounts for three-quarters of global Flax production in the world.

A COLLECTIVE DYNAMIC AROUND EUROPEAN FLAX-LINEN

Several member companies of the Alliance have come together to supply exceptional certified Flax.

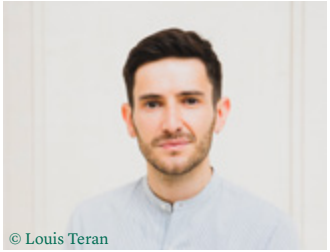
Whether woven, raw or transformed, the material itself has enabled emerging talents to experiment and create with a strong commitment to addressing environmental challenges. By placing materials at the heart of these creative narratives, this partnership reflects the Alliance's ambition to foster meaningful connections between the textile industry and emerging design.

The Alliance introduces emerging talents to the functional and environmental properties of European Flax, as well as to the materials, textiles and techniques developed and offered by its members.

"WHEN LINEN BECOMES A CREATIVE TERRITORY"

Hugo Lucchino - Director-General of villa Noailles

As head of villa Noailles, Hugo Lucchino discusses the role of the Hyères Festival and Design Parade in supporting emerging talent, and explains why natural materials such as European Flax and Hemp are becoming essential tools for today's young designers.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What are the objectives of your collaboration with the Alliance? How does it take shape in practice? And what does it bring both to Design Parade finalists and to the designers taking part in the Hyères Festival?

Our collaboration with the Alliance for European Flax-Linen & Hemp is based on a shared conviction: supporting young designers not only in their artistic thinking but also in their technical development, particularly in their relationship with materials.

In practical terms, the Alliance provides finalists in the Fashion Competition and the Accessories Competition with donations of European Flax and Hemp fabrics sourced from the collections of its producer members. This allows them to work freely with these materials when creating their competition looks. For many of them, it is their first encounter with these natural fibres, a discovery that can have a lasting influence on their creative practice.

How does this partnership fit within a broader reflection on sustainability in fashion and design?

Villa Noailles has always believed that supporting emerging talent also means helping to shape the fashion and design of tomorrow. In this respect, the question of materials is central. European Flax and Hemp embody an outstanding sector that is local, traceable and has a low environmental impact.

By introducing these materials into the creative process of our finalists, we are not simply making a symbolic gesture: we are encouraging them to integrate sustainability as a natural component of their approach, just like form or colour. It is a way of preparing a generation of designers to create differently.

Have you noticed growing interest in Flax among young designers? Do you see different approaches depending on whether finalists come from design or fashion backgrounds? If so, in what ways?

Yes, the interest is genuine and growing. What is striking is that Flax is no longer perceived as a constraint or a default choice — it has become a desirable material, one that carries meaning.

Fashion finalists are often drawn to its sensory qualities: its drape, texture and the way it ages and improves with wear. Design and accessories finalists, meanwhile, tend to explore its technical properties more deeply, its strength, lightness and potential in composites or three-dimensional forms. In both cases, we see genuine curiosity and a willingness to push beyond what we think we know about this fibre.

→ **Read the full interview on the Alliance for European Flax-Linen & Hemp's website.**

THE FINALISTS INCORPORATING EUROPEAN FLAX INTO THEIR PROJECTS

BORIS COJEAN
"LA MAISON JAUNE" (THE YELLOW HOUSE)

A fleeting interpretation of Provençal Impressionist paintings

With La Maison Jaune, Boris Cojean has designed an installation inspired by the landscapes and light of Provence. His project is based on the use of an undyed European Flax pattern-making canvas immersed in wax. Once cooled, the material becomes slightly brittle and forms decorative light-coloured lines, offering multiple creative possibilities.

This exploration of waxed canvas has led to the development of an innovative finishing technique in which the material becomes both an architectural surface and a decorative element. One of the room's walls will be entirely clad in this pale yellow Linen textile, creating a luminous and immersive environment.

Stepping through the door of La Maison Jaune is like entering a suspended space: an enveloping scent, furniture that seems to ripple, chalky colours, then a single chair, a large table and oilcloth curtains. European Flax is used throughout the room's textile elements — the curtains, the fabric-covered surfaces and the rug. Wax reveals an unexpected translucency in the weave and alters the fabric's properties. Much more rigid, it cracks and marks when handled, giving it a new decorative presence.

This project is supported by Alliance members:
- **Libeco**

CLÉMENT PASQUIER
"TEMPS PERDU" (LOST TIME)

An Immersive Room Inspired by Marcel Proust

With Temps Perdu (Lost Time), Clément Pasquier imagines an immersive space inspired by the world of Marcel Proust and the room in which In Search of Lost Time was written. The project is not intended as a faithful reconstruction but rather as a mental interpretation of a frozen place, absorbed by time

It deliberately blurs visual, auditory and tactile references in order to create an introspective experience in which time appears suspended. European Flax is featured in a curtain placed at the entrance, serving as the support for embroidery work that also incorporates cork.

Through this room, the project explores our relationship with time, memory and materiality by offering a sensory, silent and almost fantastical experience.

Temps Perdu is an immersive room on the boundary between bedroom and office, inspired by Marcel Proust and the room in which In Search of Lost Time was written. Sprayed cork covers the floor, walls, ceiling, furniture and accessories, erasing hierarchies between architecture and objects and turning the room into an almost unreal total monochrome. A door curtain made from Hemp threads (Safilin — European textile Hemp) is integrated into the scenography. Perception is deliberately altered; the place becomes a silent, suspended mental room where time seems to stand still.

This project is supported by Alliance members:

- **Graziano**
- **Safilin** [door curtain made from Hemp threads - Safilin]

MARION MOUSTEY
EWERTON ALVES
"LE BUREAU DU POÈTE" (THE POET'S STUDY)

A Textile Interior Installation

The project conceived by Marion Moustey and Alves Ewerton takes the form of a poet's study. The installation gives pride of place to textiles, particularly European Flax, with large curtains that visually structure the space.

Colour also plays a significant role through the use of plant-based dyes and the creation of a graduated colour effect.

European Flax plays an essential role in this project. Chosen for its technical qualities, its restraint and its roots in European agricultural and craft heritage, it supports suspended hangings that help structure the space.

This interior installation features beautiful, highly visible curtains treated with a sweeping colour gradient achieved through vegetable dyeing. The work was developed with support from Céline Thibault.

The focus remains on the curtain's presence and on the chromatic variation obtained through dyeing. Through its ability to carry colour intensely, filter light and reveal the hand of the maker, it brings together material, light and plant life in an interior landscape suited to writing and reverie.

Note: **Plant-based dyeing workshop with Céline Thibault**

This project is supported by Alliance members:
- **Klasikine**

RAPHAËL COLAS
JULIEN DELAITRE
"RETOUR DE PÊCHE" (BACK FROM FISHING)

A haven at sea

Inspired by the world of Mediterranean fishing, Retour de pêche (Back from fishing) envisions a maritime retreat constructed from a variety of materials salvaged from fishermen's nets: nylon, metal, driftwood and plastic. Conceived as an open, communal space, the project raises awareness of marine pollution whilst highlighting the value of transforming waste into decorative elements. European Linen and Hemp are incorporated into the project through a suspended canopy and various textile elements that contribute to the atmosphere of the space.

This immersive environment invites visitors to reflect on their relationship with the coastline and the impact of human activities on marine ecosystems.

Retour de pêche imagines a maritime refuge built over time by fishermen in the Mediterranean from waste drawn up in their nets. The project aims for total immersion, with a soundscape and a scent atmosphere, and proposes an inclusive device in which visitors can add waste found at sea or on the beach. Textile Hemp is chosen for its reduced environmental impact, for the handcrafted quality sought, and for the robustness of the canopies that shelter the dining area.

This project is supported by Alliance members:

- **Libeco** (Hemp components for a hanging canopy)

VALENTIN BAYOUD
"AQUA PRIMITIVA"

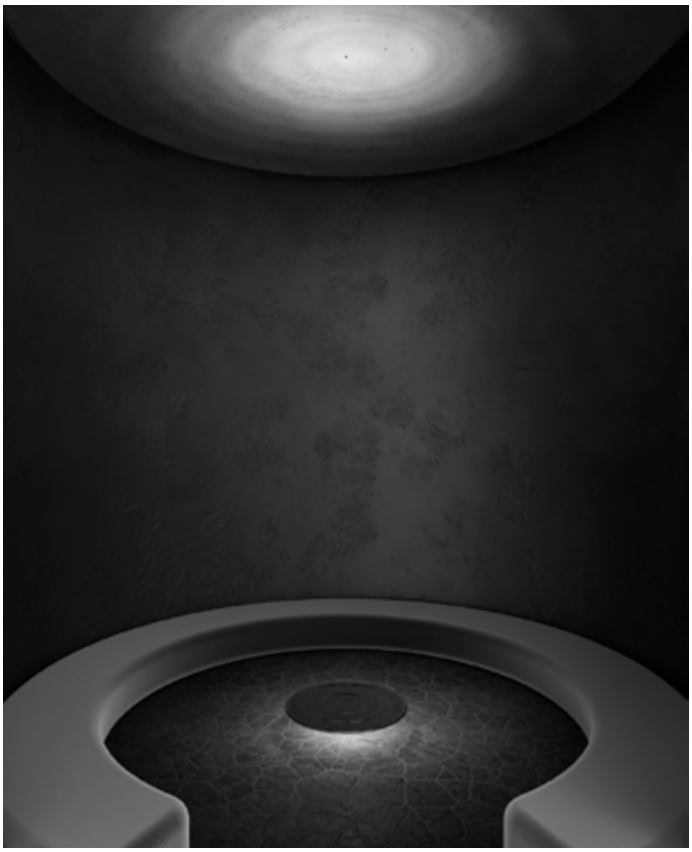
Reinterpreting the primitive hearth: a contemplative experience centred on water

With Aqua Primitiva, Valentin Bayoud has created a circular space for contemplation inspired by the primitive hearth, designed as a place for gathering and sensory experience. The project explores the evolution of our collective needs by placing water at the heart of the installation, through an approach that is at once architectural, sensory and evocative.

European Flax finds its natural place here through its understated materiality, combined with local stone, earth plaster, wood and reed. The fabric, left undyed to preserve its original qualities, helps to create a tactile and vibrant atmosphere, in keeping with the project's approach.

European Flax was chosen for the way it fits with the project's overall material language. As a natural material, it enters into dialogue with local stone, earth render, the timber structure and the reed matting in a search for a restrained, elemental expression. The fabric selected comes from a range of low-water Flax and was left undyed in order to preserve its original quality.

This project is supported by Alliance members:
- **Flipts & Dobbels**



LESTHEVENON SEARLE
VICTOIRE SIMON
"L'OBSERVATOIRE" (THE OBSERVATORY)

A place for reflection

The project turns a domestic space into an observatory facing the Mediterranean landscape. It offers a contemplative experience that blurs the boundary between inside and outside. The proposal is grounded in close attention to place, local resources and light.

The materials, tones and textures all contribute to a sensitive reading of the surrounding landscape and encourage a renewed relationship between the inhabitant, the architecture and its context. In this way, the project develops an immersive approach in which space becomes a tool for observation, slowing down and reconnecting with living things.

L'Observatoire is presented as a space for contemplation. The project includes a BIO FIB mattress reinforcement covered with Libeco fabric, a roving layer from Safilin beneath the rug, which acts as a structural element, and a European Hemp thread from Safilin. The whole installation is built around these textile elements.

This project is supported by Alliance members:

- **BioFib**
- **Libeco**
- **Safilin**

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DESIGN PARADE 2026 JURY

JURY PRESIDENTS

Sofia Lagerkvist and Anna Lindgren are the founders of the Swedish design studio Front.

Their creations are rooted in a collaborative approach combining discussion, exploration and experimentation. They work together at every stage of a project, from the earliest concepts through to the finished product.

Objects designed by Front often tell a story connected to the creative process itself, the materials employed or the conventions of design. In their work, they have notably entrusted part of the creative process to animals, computers and machines. They have imagined constantly evolving interiors, created objects through explosions, developed robotic furniture and designed a collection inspired by their fascination with magic.

Front's work is represented in the collections of the MoMA, the Victoria & Albert Museum, M+, the Nationalmuseum, the Vitra Design Museum and the Centre Pompidou.

- **Front Design**
  Sofia Lagerkvist and Anna Lindgren
  Presidents of the Jury
- **Anne-France Berthelon**
  Creative Strategist, design critic and journalist
- **Stanislas Colodiet**
  Heritage Curator and Director of Cirva
- **Clara Krzentowski**
  Director of International Operations, Galerie Kreo
- **Hervé Lemoine**
  President of the National Manufactories – Sèvres and Mobilier national
- **Simon Dupety**
  Winner of the Design Parade - Object, Grand Jury Prize 2025

DESIGN PARADE 2026: TWO MAJOR AWARDS TO HONOUR THE WINNERS

DESIGN PARADE JURY GRAND PRIZE – PRODUCT DESIGN

This prize includes:

- a one-year research residency at the **International Centre for Research on Glass and Plastic Arts (Cirva)** in Marseille, focused on the theme of the vase. At the end of the residency, one piece or a collection of pieces will enter the collections of both Cirva and Villa Noailles. The winner retains the majority of their research work. The entire project will be presented during the following edition of Design Parade in a dedicated exhibition space;
- a presentation space offered by **MATTER and SHAPE** during its March 2027 edition, allowing the winner to showcase their creations;
- a €5,000 grant, along with an inspirational study trip to **Älmhult, Sweden,** the creative heart of IKEA, as part of the brand's first-time support of the Design Parade Jury Grand Prize – Product Design;
- one year of image consulting and press relations support provided by **Perrier Communication;**
- an invitation to participate in the 2027 edition of Design Parade as a jury member and to present a solo exhibition.

MANUFACTURES NATIONALES – SÈVRES PRIZE

This award offers one of the ten finalists:

- the opportunity to develop a creative project through a one-year research residency at the **Sèvres Manufacture;**
- the resulting work will be presented the following year as part of an exhibition curated and designed by the winner.

THE DESIGN PARADE COMPETITIONS

Several prizes are awarded to candidates competing in the two Design Parade competitions through the support of the festival's partners, who are committed to accompanying emerging talents over the long term:

- **Sèvres – National Manufacture and Museum;**
- **International Centre for Research on Glass and Plastic Arts (Cirva),** for the Product Design Competition;
- **Van Cleef & Arpels;**
- **le19M;**
- **CHANEL;**
- **Manufactures Nationales – Mobilier National,** for the Interior Design Competition.

Practical support is provided from the moment finalists are selected and continues over a two-year period. This support covers a wide range of areas, including funding, production, craftsmanship, materials, publishing, legal guidance, exhibitions, studio facilities, and residencies.

THE DESIGN PARADE ANNIVERSARY

In 2026, Design Parade celebrates a double anniversary: the 20th anniversary of Design Parade – Object and the 10th anniversary of Design Parade – Interior Architecture.

To mark the occasion, the exhibition **20+10: Génération(s) Design Parade** offers a distinctive perspective on the designers who have contributed to the festival's history. A carte blanche has also been entrusted to David Giroire, curator of the exhibition. For this anniversary edition, Villa Noailles exceptionally brings together both competitions and opens its doors wide to the public.

Design Parade is also honouring three influential female designers by appointing them as jury presidents: Sofia Lagerkvist and Anna Lindgren of Front Design for the Object competition, and Laura Gonzalez for the Interior Architecture competition.

Under the artistic direction of Julie Liger, the festival places the 2026 finalists and the 2025 winners - Thomas Takada, Simon Dupety and Malo Gagliardini - at the heart of the historic spaces of Villa Noailles. Through the exhibition design conceived by Joachim Jirou Najou, colour, a defining feature of Design Parade's identity, creates a visual thread that connects and highlights all the projects on display.

About Alliance

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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