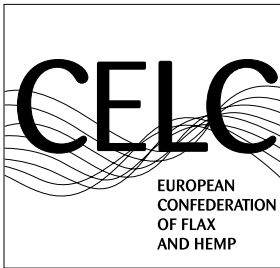


Press release

European Confederation of Flax and Hemp | CELC
October 2022



The European Confederation of Flax and Hemp | CELC is supporting international young Fashion Designers for the 37th International Festival of Fashion, Photography, and Accessories - Hyères

The European Confederation of Flax and Hemp | CELC will be joining the 37th International Festival of Fashion, Photography, and Accessories - Hyères 2022, on October 13-16, as the official partner of the Grand Prix du Jury Première Vision. It will thus be strengthening its partnership with Villa Noailles, initiated in 2012, across all its festivals.

European Linen, source of inspiration for new generations of designers, embodies the entire spectrum of today's environmental and creative ambitions.

The versatility of this plant-based fibre and its ability to bring together new aesthetic possibilities and more sustainable practices allow it to push the boundaries of what is possible from a creative standpoint.

CELC is lending its support to the nominees of the Grand Prix du Jury Première Vision to encourage these unique values of Linen and to promote the design of eco-friendly collections.

Often inspired by a functional and poetic approach to clothing, young designers view eco-design as the foundation of the creative process rather than as an option, signalling true commitment. Deadstock, natural fibres, upcycling are the new buzzwords for this generation. When CELC offered candidates access to highly diversified Linen sourcing, they were immediately won over by the variety of creative options for this plant-based, local, and traceable fibre with multiple properties: thermo-regulation, natural and zero-impact, and sustainable.

CELC has made multiple and concrete commitments as part of this 3-year partnership:

- Expanding access to textile and technical innovations of European Linen,
- Further supporting finalists in their sourcing,
- And providing them with Linen material for use in their personal projects.

Finally, CELC will present the winner of the Grand Prix du Jury Première Vision with European Linen for creating one or several silhouettes, supporting the design of their future collection. **CELC will thus serve as an industrial and cultural mediator, mobilizing its members, European spinners, weavers and knitters, to provide material to the finalists depending on their needs.**

A workshop presented the characteristics and virtues of Flax/Linen and the Linendreamlab.com platform, available and viewable online, were offered to the ten finalists and was held in the CELC exploratory showroom brought to the Première Vision trade fair last February.

It was also an opportunity to present steps taken by CELC to improve the traceability of this European fibre, especially with respect to the LCA (Life Cycle Assessment) of European Flax® certified scutched fibre, based on an average technical itinerary and the 16 criteria in line with the European Commission's Product Environmental Footprint (PEF) methodology.

Following this meeting, 7 of the 10 finalists competing at the Fashion Festival seized on Linen to interpret it in their own way in their various projects. They register in a trend initiated in summer 2021. The major fashion houses and designers have acclaimed this natural and creative material with its multiple possibilities, over this season: 49% of designers presented at least one Linen look in their collections (Tagwalk x Linen on the SS21 catwalks study). One thinks in particular of Jacquemus exploiting Linen in his naturalness, but also at Fendi, Dior and Louis Vuitton. That same season, 64% brands that challenge include Linen in a significant way for the first time in their collections, not failing to give impetus behind them to all the ready to wear. Today, the new generation of young designers naturally chooses for Linen, its virtues and creative opportunities.

We asked them about how they approached it.

Meet the finalists:

VALENTIN LESSNER

GERMANY ■ MEN'S FASHION ■ RESURRECTIO (ULTRA RIPAM ALPINA)

Valentin, who comes from a family of Bavarian tailors, creates men's collections blending tailoring expertise and elegance with workwear or military details, creating a distinctly modern look. He loves working with deadstock fabric as well as natural fibres such as cotton, wool, and Linen. For his collection "Resurrectio (ultra Ripam Alpina)," designed for the Festival of Fashion, Hyères, he received fabric from European weavers who are members of CELC: **Libeco (BE)**, **John England (IR)**, and **Leomaster (IT)**.

As a designer focused on innovation, Valentin created trousers using a blend of wool and Linen. *"I loved making the most of the contrast between materials, the softness of the wool and the support of Linen, giving rise to a certain casual elegance."* This also inspired him to go even further in his quest while designing future collections. *"The Linen fabric from Libeco had an incredible feel, similar to paper, extremely fine with a transparent effect, and I used it to create a trench coat inspired by my grandfather's wardrobe, but with a futurist look."*



LORA SONNEY

FRANCE ■ WOMEN'S FASHION ■ SOLEIL BRÛLANT, SOUS UN ORAGE AQUARELLE

Lora has always loved Linen, but this fabric seemed a bit costly to her as a young designer. Her wardrobe is inspired by utilitarian pieces and rainwear. The starting point for her collection, which caps her studies following internships at Marine Serre and Celine, was her view of her garden in Franche-Comté during the lockdown. She has always had an interest in tools, in hand-made production, and seeing the garden hoses on the ground and the patterns formed by their shapes, colours, and materials inspired her to reincarnate them into a fabric.

When CELC informed finalists of the various possibilities with Linen, she was immediately interested. The paper touch Linen fabric which she found at the weaver **Libeco (BE)** was a perfect match for her aesthetics. *"It has an incredible waxy finish, I was drawn to its very natural brown tint."* She thus worked on two pieces: a short waistcoat similar to a down jacket with Linen pieces on the inside and outside: *"to make the most of its insulation and temperature control properties"* and to make it a year-round garment; and a model of a handbag made of garden hose material, which is the starting point and unifying theme of her collection, also with the same paper touch Linen from **Libeco (BE)** on the inside, which lends a luxury feel to the entire piece, with particular emphasis on the finishes. *"I mixed the two fabrics to further expand the idea of a waterproof bag."*



JUHA VEHMAANPERÄ

FINLAND ■ MEN'S FASHION ■ NOT YOUR MITTEN

Juha designs incredible pieces using waste from the textile industry, pieces of unused fabric, and strips of fabric. He collected narrow borders of cut linen fabric (known as "selvage") in assorted colours from different weavers who are CELC members, which he used as thread that he then crocheted himself in the style of craft designers. Juha also worked on knit fabric during his time at Acne Studios. *"I always want to go further with the idea of turning fabric into a unique piece."*

Working on this sustainable fabric gave him the desire to do even more. Juha believes in slow creation, and for him clothing is a link between "self" and social environment.

© Photographie : Mika Kailas • Model : Oskar Chiddick • Maquillage : Maria Boucht • Coiffure : Robbe Vermaete • Assistant Fashion : Nour Ainasoja • Assistant Coiffure : Senni Heikkilä • Sponsor Coiffure : Authentic Beauty Concept



ALIZÉ LOUBET & FERNANDO MIRO

FRANCE AND BRAZIL ■ MEN'S FASHION ■ CRASH COURSE

Native of Brazil, Fernando has loved to sew, embroider, and knit since he was a child. Alizée takes a multidisciplinary approach to fabric, transitioning from leather craftsmanship to the use of videos and painting. Their collection designed for the festival in Hyères focuses on a young man who has a complicated relationship with his wardrobe and wishes to use all the elements around him to transform his clothing. The duo adapted a shirt in the collection by working with Linen and voile and playing on the contrast between the two materials. Their blended shirt ends in godets with frayed Linen along the bottom. *"The Linen which we chose is decorated with a fairly busy flower pattern and creates a tapestry effect."* It comes from the weaver **Ruggero Rossi (IT)**.

They also designed a blazer model with very wide shoulders, broken up by a drape at shoulder level that creates a sense of freedom. The Linen used is similar in its texture to denim: navy blue with thin white strips, from **Libeco (BE)**. Denim is also very present in their collection, which is essentially made of second-hand pieces.



© Tim Süessbauer

TIM SÜESSBAUER

GERMANY ■ MEN'S FASHION
■ SMALLTOWN BOY

Tim studied Experimental Textiles and Fashion Design in Berlin, and his diverse training led him to experiment with knit fabric, weaving, pleating, and embroidery. He designed a silhouette entirely out of Linen using a black waxy fabric from the Italian weaver **Tessitura Enrico Sironi (IT)** and a paper touch effect fabric from **Libeco (BE)**. His entire collection is designed as a gradual evolution from natural materials (Linen, cotton, wool, leather, silk, and even metal) to other fabrics. *“What I have found incredible is the feel of this waxy Linen fabric, almost like leather to the touch.”*

PRISS NIINIKOSKI

FINLAND ■ WOMEN'S FASHION ■ HARVEST

Priss frequently works with natural materials such as paper, wool, and raffia. Each of her looks is 100% made of one of these materials. Craftivist. This Finnish fashion designer got her start as an assistant on knit fabrics for Dries Van Noten and JW Anderson and has also worked with Belgian designer Christian Wijnants. *“I am using a truly ancient technique which is still practiced to some extent in Denmark and Egypt. It is a loop-based technique very similar to knitting. I perfected my skills during an artistic residence in the Netherlands. I start with combed Flax fiber and transform it into cords through a manual process. I have discovered all of the Flax fibre's properties. I have learned to rotate the fabric in order to sculpt it. This was my inspiration for the texture and silhouette of my 100% European Flax® certified combed Flax dress.”* Priss works on Flax fibre by hand, with a sewing-oriented approach. In this very sculptural manner, clothing turns into objects or pieces of art which can be worn.



© Photographe : Mikael Niemi • Model : Alexa Illi • Maquillage : Jenny Jansson • Assistant Photographe : Severi Uusitalo



ANTONIA SCHREITER

GERMANY ■ UNISEX ■ YOU CAN COME AS YOU ARE

Designer specializing in knit fabric, Antonia is an expert in a hybrid technique blending knitting and weaving. She has transitioned from working at Lacoste on women's ready-to-wear made of jersey and woven fabric, to mesh and jersey for men at Givenchy, and is now at Louis Vuitton in the women's jersey department. She is rethinking the future using her intuitive approach. She frequently uses deadstock and natural fibres such as wool, cashmere, and cotton. *“What I love is bringing together different materials to create a new material. I am extremely sensitive to nature. And it is precisely the natural aspect of Linen that I love, which stands in contrast to the diverse colours of my universe.”*

For this collection, she used several types of Linen: stonewashed Linen from **Libeco (BE)** in a patchwork on a blazer and a pair of shoes, and a blend of light blue Linen and Tencel from **Tessitura Monti (IT)** in a pretty top with a ruched effect made by sewing together reused elastic fibres. There were also the use of Linen selvages along the edges of a pair of trousers with a trompe l'œil effect, looking like fur.

These finalists share an ability to convey desirability and modernity by using Linen, an agro-creative plant-based fibre, for its proven, unique, and inspiring properties, while respecting people and the planet. By relying on the certifications European Flax® and Masters of Linen®, which confirm the origin and environmental values of Flax/Linen, they are now able to meet - with supporting evidence on hand - the traceability needs of their communities.

Linen is positioning itself at the forefront of the entirety of this era's aspirations, responding to both consumers' new demands and to the commitments of the designers of tomorrow.

With the support of the European weavers members of CELC:

John England (IR) | Libeco (BE) | Leomaster (IT)

Ruggero Rossi (IT) | Teissitura Enrico Sironi (IT) | Teissitura Monti (IT)

who met the needs of the finalists with a sharp and original selection of linen fabrics with sophisticated finishes.

ABOUT VILLA NOAILLES

The villa Noailles contemporary art center of national interest opened its doors in 2003. All year round, it organizes exhibitions in Hyères and Toulon: fashion, photography, design, architecture, interior design, visual arts.

An heritage exhibition on the history of the place and the patrons Charles and Marie-Laure de Noailles takes place in the 1920s building classified as Historic Monument.

The villa Noailles organizes two international festivals bringing together competitions for young designers, exhibitions and meetings: the International Festival of Fashion, Photography and Fashion Accessories in Hyères (since 1986) and Design Parade (since 2006 in Hyères & 2016 in Toulon). As a place of residence, the villa welcomes artists who practice the four disciplines on display.

www.villanoailles.com

@villanoailles

ABOUT THE EUROPEAN CONFEDERATION OF FLAX AND HEMP | CELC

THE FEDERATING AUTHORITY OF WORD'S FLAX/LINEN AGRO-INDUSTRY

Western Europe is the world leader of Flax fibre production: France, Belgium and The Netherlands account for 80% of world 's production !

As the only European agro-industrial organization federating all the stages of production and transformation for Flax/Linen & Hemp - 10 000 European companies in 14 countries - CELC leads this industry of excellence in a globalised context. This mission relies on the innovative and environmental values of these natural fibres, guaranteed by traceability labels EUROPEAN FLAX® and MASTERS OF LINEN®, and promoted to trade and consumer through a dedicated campaign.

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