

Gaëlle Lang Halloo crowned with European Flax-Linen at the 39th Hyères Fashion Festival 2024

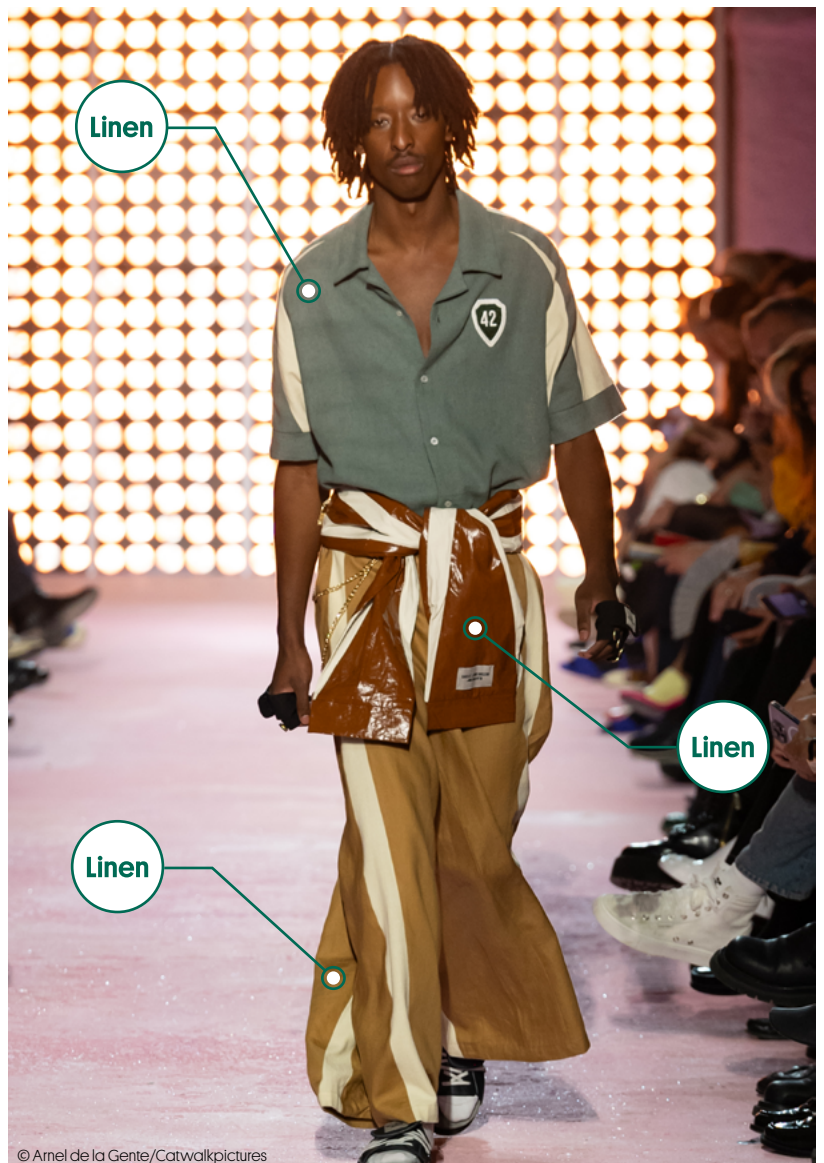
While the 39th Hyères Festival came to a close on Sunday 13 October 2024 with the winning of the Grand Prix du Jury Première Vision by Dolev Elron, finalist Gaëlle Lang Halloo (France), a fashion designer supported by the Alliance for European Flax-Linen & Hemp and its members, won the:

- Public prize of the city of Hyères in the Winners Fashion category of 2024 Hyères Festival.

Gaëlle Lang Halloo stood out with her project "Abseits" ("Offside" in German).

"Abseits" is a collection for men, made with the support of the Alliance's European weavers and spinners members, featuring several products, including an unexpected total look in sportswear Linen: **Lineasse Tessuti**, **Riopele Texteis**, certified European Flax™ certified companies, and Tessuti di Sondrio, European Flax™ and Masters of Linen™ certified company.

We find Flax-Linen in an ultra-innovative form. Designer Gaëlle Lang Halloo's designs, for example, use Linen as part of a sportswear look. Rarely associated with a jogging-style look, Linen nevertheless manages to reinvent itself in this outfit (photo opposite).





European Flax-Linen inspiration from Gaëlle Lang Halloo

« *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.* »

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

The fashion designer reinvents everyday sportswear, such as tracksuits and football shirts, to create a link between the two worlds

Interview with Gaëlle Lang Halloo

I designed a collection called "**Absaits**", which is about football, and for me, the concept of the collection is "*ordinary clothes with an extraordinary look*".

How did European Flax-Linen come into the creative process?

When I heard about Flax-Linen and the possible partnership with the Alliance, I found it extremely interesting. It was a challenge because I'd worked with Flax-Linen before, but never on sportswear. Flax-Linen is a natural, "*breathable*" material, which for me has a link with streetwear. I really wanted to give a twist to this material in my collection.

Tell us about the Linen outfit in your collection?

What interested me about this natural material was the structure of the Linen itself, because I think it almost looks like jersey piqué, and I liked that idea. Dyeing it gives it an almost mottled effect, which I thought was really beautiful.

The outfit I worked on is a bit retro: the short-sleeved shirt is a tribute to Saint-Étienne and its legendary football team. The trousers are inspired a little by workwear, they're extremely wide - they look like a skirt - with a cut-out reminiscent of sportswear wardrobe, with chains.

I didn't know that, but there are coated Flax-Linens, and I was intrigued because they have a really original look.

The accessories include a bob. With its papery effect, I think this material is really pretty, it's very pleasant and easy to work with.

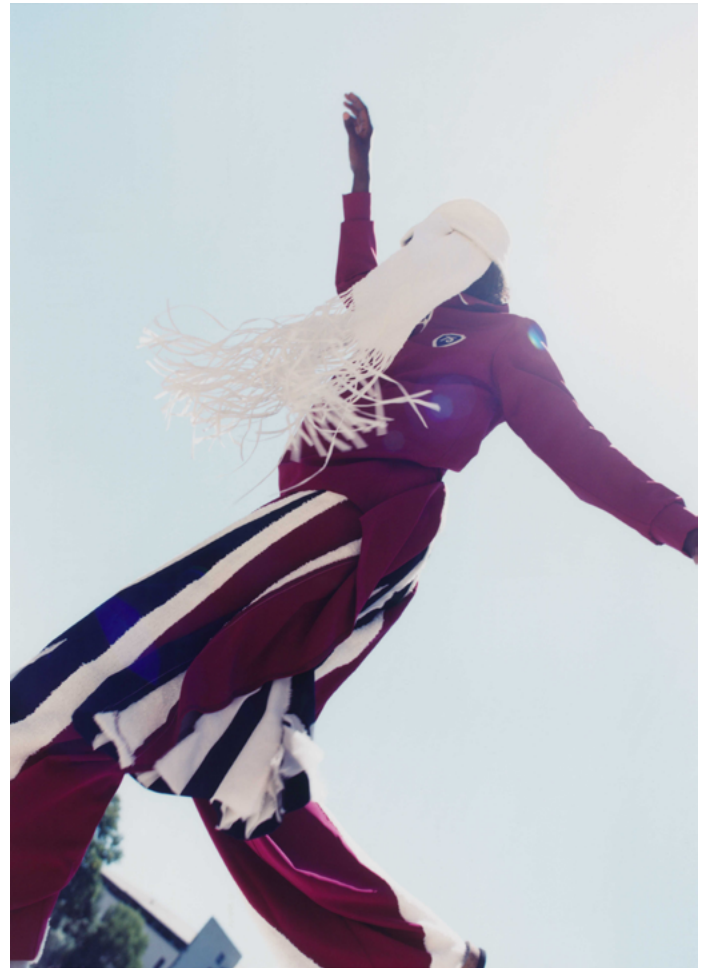
One of the key pieces in my collection is a bumbag with 2 sleeves. It can be opened with a zip to access an inside pocket. It can be worn around the neck like a scarf, or tied like the sleeves of a sweatshirt around the shoulders or waist.



So, you've discovered new uses for Flax-Linen, this time in sportswear?

Absolutely! I didn't know of any sportswear brands using Flax-Linen, so I found it really interesting to work with this plant-based material. In the future, I can also imagine working on jerseys that take a page out of the football shirt book.

There's so much you can do with Flax-Linen! The further away it is from my world, the more I want to explore a new creative process. I loved working on this Flax-Linen total look.



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 young fashion designers. It offers finalists access to the textile and technical innovations of certified European Flax™ and/or Masters of Linen™ according to their creative intent.

It also supports designers in their sourcing of materials, providing them with an endowment of European Flax-Linen to incorporate into their collections.

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The Alliance has introduced guaranteed traceability through 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 Euromed 1 sites.



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.



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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