



The Alliance for European Flax-Linen & Hemp is supporting young designers at the 38th International Festival of Fashion, Photography and Fashion accessories, Hyères.

With its creative diversity, high quality fibres and eco-friendly properties, Linen is seducing the finalists in fashion and accessories at the 38th International Festival of Fashion, Photography and Fashion accessories, Hyères.

From October 12-15, the city of Hyères will march to the beat of the new edition of the festival, which has been promoting and supporting new generations of international designers and photographers for almost four decades. This year's edition will coincide with the 100th anniversary of Villa Noailles, an unusual cultural hub and audacious modern art centre, which is home to the annual festival.

The Alliance du Lin et du Chanvre européens (formerly the CELC) is the only European agro-industrial organisation that is a global reference, bringing together all players in the European Flax-Linen and Hemp value chain. As a partner of Villa Noailles since 2012, it is maintaining its commitment to young designers. The organisation deepened this commitment in 2022, becoming an official partner of the Grand Prix of the Jury Première Vision in fashion.





As part of its three-year partnership with the festival, **the Alliance for European Flax-Linen & Hemp** commits to:

- **Facilitating access to textile and technical innovations in European Linen for finalists in the fashion and accessories contests**
- **Supporting finalists with materials sourcing**
- **Supplying Flax-Linen materials to finalists, helping them to create their collections**

Additionally, the winner of the Grand Prix of the Jury Première Vision in fashion can benefit from European Linen raw materials and support in crafting future collections, such as for the 2024 edition of the festival.

TEN YOUNG DESIGNERS, ONE MATERIAL: LINEN, A SOURCE OF INSPIRATION IN DESIGN

With the festival just several weeks away, one thing is clear: this year's encounter between Linen and young designers will be a particularly fruitful one.

Six young fashion designers from five countries and four designers of fashion accessories from three countries are using Linen in one or more silhouettes in their collection. **Their enthusiasm attests to the ability of Linen, thanks to its intrinsic properties and unique power for innovation, to meet the needs of these young designers in search of creative renewal, innovation and sustainability.**

Although each of them has developed a unique relationship with Linen, all agree that **the partnership with the Alliance for European Flax-Linen & Hemp has helped them discover the creative resources of Linen, its modernity, and the diversity of propositions available on the market.**

Linen has inspired them, and they have adapted it to their individual way of expressing themselves. They have discovered an entire range of uses and technical or aesthetic qualities that they had been previously unaware of.



THE SIX FASHION DESIGNERS

FENGYUAN DAI [FRANCE] ÉQUI-LIBRE

Born in China, where he underwent training in art, design and fashion design, Fengyuan Dai arrived in France in 2011, where he continued his studies in fashion design and pattern making at the Atelier Chardon Savard, graduating in 2013. His collection EQUI-LIBRE, which he is presenting at the festival, embodies the journey of this young designer from the moment he left China until he built his new life in Paris. A new life bridging two cultures: the traditions of his homeland and the Western lifestyle in his adopted country. Gathering and assembling fabrics as if they were the various pieces of his personal history, to which he refers as “a record of his daily life”, Fengyuan Dai is showcasing a balanced, soft, delicate and refined collection.

His encounter with Linen led to a true creative surprise. Intrigued by its “raw and refined personality”, the young designer enjoyed exploring ways of working the fabric, which he finds “very inspiring, drier and also much more textured than cotton”, allowing for a variety of creative products and touches. It is a natural, committed, expressive and “EQUI-LIBRE” material. Fengyuan Dai worked in collaboration with six members of the Alliance for European Flax-Linen & Hemp.

Thanks to Irish weaver JOHN ENGLAND, he designed the shirt he will be wearing during the festival, as well as a top made of a loosely woven Linen fabric, entirely hand-wetted in the soft colours of SAFILIN yarn. The French spinner also supplied him with yarn for a sweater and a jumpsuit, the latter of which was nominated for the Atelier des Matières, made of a Linen/cotton knit made by the company Action Maille. Lithuanian weaver SIULAS contributed to making a Linen top with soft stripes, embroidered with floating coloured yarn on the collar and sleeves. By embroidering the composite material made by French company ECOTECHNILIN, Fengyuan Dai designed an astonishing bag, transforming the technical non-woven Linen into a creative and graceful accessory. Finally, with attention to detail, the young designer selected Linen from Austrian weaver VIEBÖCK LEINEN and drew on the skills of French yarn ennobler J. TOULEMONDE to make delicate textile envelopes, which will enclose his book and be distributed at the festival, as well as images and communication materials about his collection.



IGOR DIERYCK [BELGIUM]
YESSIR



A native of Belgium, born to a Flemish father and Walloon mother, a duality which shaped his critical spirit together with his love for his country, Igor Dieryck has a master's degree in fashion from the Royal Academy of Fine Arts Antwerp.

Inspired by his job as a hotel receptionist to support himself during his studies, his collection YESSIR for men and women which he will present at the festival is inspired by hotel uniforms and the atmosphere of lobbies, a cosmopolitan meeting place where people cross paths with strangers, and where staff uniforms, just like furnishings and objects adorned with the hotel logo, must adhere to strict rules and codes. In this way, Igor Dieryck raises questions about the role of the uniform, and successfully mixes clothing reminiscent of classical tailoring reworked in more experimental constructions with a more modern aesthetic, sometimes with a semi-surrealist sense of humour.

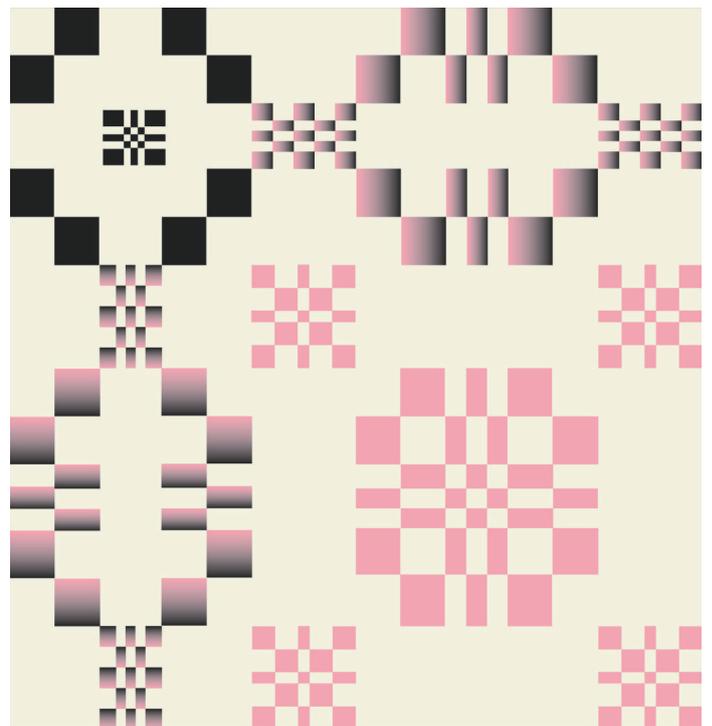
Interested in affirming his Belgian identity while honouring his country and its traditional skills, he decided to work with local partners. Of the potential local materials, Linen "was an obvious choice". It is an eco-friendly, local material with enormous creative potential. Working in partnership with the Alliance for European Flax-Linen & Hemp allowed him to collaborate with Belgian Linen producer LIBECO, a company he had hoped to work with for years. This collaboration culminated in the design of a pair of double trousers, somewhere on the spectrum between a loose-fitting, flowing suit bottom and oversized jeans.

ALEC RHYS BIZBY [UNITED KINGDOM]
DWI YMA

Originally from Wales and a graduate of the London College of Fashion and the Central Saint Martins School of London, Brit Alec Rhys Bizby pays tribute to his Welsh origins in his creative work. His collection DWI YMA, which means "I'm here" in Welsh, both geographically and spiritually, is a vibrant homage to his late father.

As a fan of varied materials, Alec Rhys Bizby loves the painstaking process of seeking out fabrics and components - what he calls "material mining" - which bring his pieces to life. He emphasizes the importance of using eco-friendly, and, if possible, local, or recycled materials. For the festival collection, he reused some items from his student work.

For the young Brit, the human connection is paramount in the process of fashion design. As part of his partnership with the Alliance for European Flax-Linen & Hemp, he was hoping to meet weavers for potential collaboration. Interested in working with local businesses, he opted for a partnership with Irish weaver JOHN ENGLAND. Together with teams on the ground and especially his contact point, whom he found to be "refreshingly human", Alec Rhys Bizby was able to create a Linen reinterpretation of a traditional Welsh blanket that symbolizes comforting and indestructible family ties. This Linen jacquard fabric was woven especially for him and is a central element of his collection.



JUNG EUN LEE [SOUTH KOREA] YOU WEAR THE MOST BEAUTIFUL ANIMAL IN THE WORLD

A native of South Korea, where she studied textile design at the Ewha Women's University of Seoul, Jung Eun Lee is also a graduate of the Weißensee School of Art in Berlin, Germany, where she majored in fashion design. Her collection at the festival brings into question the conceptual rigidity of men's fashion, which she now designs through a gender-neutral lens. Uncompromising on the use of eco-friendly materials, Jung Eun Lee methodically seeks out fabrics and components, particularly plant alternatives to animal products, and suiting woolens from the 1950s, to design durable and sophisticated clothing.

When presented with the opportunity to work with Linen, the young designer did not hesitate: eco-friendly, sustainable, plant fibre... Linen was perfectly aligned with her expectations. Initially intrigued by the fluidity of Linen, Jung Eun Lee was won over by the material's intrinsic or recognized durability. With the help of the Alliance for European Flax-Linen & Hemp, the young designer was able to work with two Linen weavers on two items in her collection.



The Portuguese weaver RIOPELE supplied her with two-tone black and green Linen-viscose satin, with an almost reptilian feel, which inspired her virtuosic work of textile manipulation. She pleated and partially unweaved it before adding it to a tailored dress. Together with Belgian weaver LIBECO, Jung Eun Lee designed a “merman dress”. Two Linen fabrics of different weights which she dyed and draped for an entirely no-gender silhouette.

BO KWON MIN [SOUTH KOREA] A POEM: CITY



A graduate in fashion design from Kookmin University in Seoul, Bo Kwon Min is presenting an urban collection inspired by megacities, their towering buildings and asphalted streets, derelict buildings and abandoned neighbourhoods. In his clothing, the designer embodies poetry inspired by urban hardscapes and urban lifestyles, at times stimulating and energetic, or stifling and anguished.

His partnership with the Alliance for European Flax-Linen & Hemp allowed him to discover Linen, a material he had never worked with before. Interested in exploring the material, he experimented with it and worked on modifying and transforming it. With nothing off limits, he burned it, damaged it and personalised it to anchor it in his urban aesthetic, seemingly turning this plant material into part of a hardscape. Using Linen from the Spanish weaver FOLGAROLAS, Bo Kwon Min designed a multi-layered stratified dress with a burned finish. Through his collaboration with Italian weaver LINEAESSE TESSUTI, he shredded an asphalt-coated Linen to symbolize the darker side of our big cities.



MARC SANZ PEY [SPAIN]

SOL FLEET

A recent graduate of IED (Istituto Europeo di Design) in Barcelona, Marc Sanz Pey hopes to rewrite the codes of men's fashion. Firmly convinced that environmental responsibility is a must, he has committed, as a designer, to promote change through new narratives, moving away from the "disposable" culture of fast fashion, towards more ethical and eco-friendly approaches. Fashion must allow people to express themselves while remaining committed to sustainability. This dual commitment is reflected in his collection designed for the festival. Titled SOL FLEET ("solar fleet"), his collection is inspired by Ibiza, its legendary history that is inseparable from pirate raids, and the spirit of freedom and rebellion brought to the Spanish island by hippies in the 1960s.

The choice of materials reflects these influences and the responsible commitment of the young designer. The llengos fabric, the traditional hand-woven textile of Mallorca, is at the heart of his collection. It is used together with materials such as leather to symbolize a clash of cultures, but also Linen, which occupies a special place. Although Marc Sanz Pey has been using it for a long time, his partnership with the Alliance for European Flax-Linen & Hemp "opened his eyes to the diversity of this material, creating new contexts for using it". He hopes to use the material in new ways, which should now "be an integral part of my future brand's identity".

Three looks in his collection allow for the creative incorporation of Linen from the collections of weavers MILETA (Czechia), NORTHERN LINEN (Netherlands) and TEXMODA TESSUTI (Italy): In the "Groom Suit" look, Linen from MILETA and NORTHERN LINEN is used in jacket lapels and in the top portions of trousers. For the Mercedes-Benz eco-friendly collection prize, Marc Sanz Pey designed trousers with zero waste pattern cutting made of Linen from TEXMODA TESSUTI. Finally, for the Atelier des Matières prize, he designed a long-sleeved blouse made of Linen crepe fabric from NORTHERN LINEN.



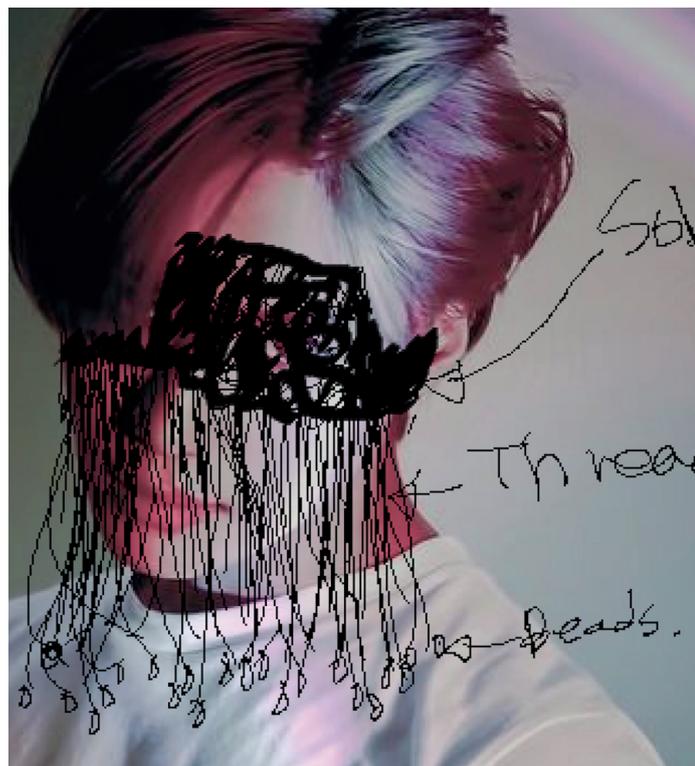
THE FOUR DESIGNERS OF FASHION

ACCESSORIES

MATHILDE HIRON [FRANCE] COLLECTION OF GEMS BAGS

Frenchwoman Mathilde Hiron, a graduate of the Duperré School of Applied Arts, has created a collection of textile bags called “Gems”. Each item is unique and the result of a treasure hunt, replete with fabrics of yarn from fashion houses’ dead stocks, vintage or ceramic pearls that have faded with time and hand-made components. Each bag is a baroque, fantastical treasure that embodies the spirit of eco-friendliness and recycling.

As part of her partnership with Alliance for European Flax-Linen & Hemp, Mathilde Hiron says that she was delighted to work with natural and flexible material to design two bags presented in the competition. She designed these two items together with Italian company IAFIL, which supplied her with non-twisted Linen yarn, something that she particularly enjoyed working with, but also thanks to inventory from the Alliance’s archives from past collections by Irish designer JOHN ENGLAND and French designers DECOSTER and J. TOULEMONDE.



YEONGHYEON KIM [SOUTH KOREA] DELUSION ACCESSORIES COLLECTION

Korean accessory designer Yeonghyeon Kim, a graduate of the Kookmin University in Seoul, presented a collection of highly architectural body ornaments such as gloves and masks. Its name? DELUSION (illusion). What inspired it? Stockholm syndrome, with all of its associated strong and contradictory feelings experienced by victims towards their abductors. In the collection, this ambiguous attachment is illustrated by the theme of hands and the symbolic gloves and masks that disguise humanity. Yeonghyeon Kim used black Linen lace in this collection provided by French lacemaker SOLSTISS. This was her way of adding an almost disconcerting sensuality to the architectural brutality of the shapes. Here, natural Linen and delicate lace allowed the young designer to convey the duality of emotions - ranging from fear to tenderness - felt by victims of Stockholm syndrome.



VICTOR SALINIER [FRANCE] LEATHER GOODS COLLECTION KATIE

A graduate of the Geneva University of Art and Design (HEAD), Frenchman Victor Salinier lives and works in Paris. He has created a collection of bags designed to look like artwork with a semi-aerodynamic look for the accessories contest at the festival. His goal was to rethink the way accessories are designed, while preserving artisanal know-how. Victor Salinier used a sophisticated design process for these bags. Some were printed in 3D and covered in embroidered leather or fabric for use as ornamental pieces, sculptures, or containers, traditional craftsmanship meeting technology to bring exceptional leather-making skills into the future.

His partnership with the Alliance for European Flax-Linen & Hemp allowed the young designer to combine natural Linen material, ancient embroidery techniques and 3D printing to make a both classical and futuristic bag for daily use. The canvas is embroidered with black Linen yarn -found by Victor in its nextdoor drugshop-, which lends tenderness and softness to the bag's sculptural aesthetic.

CHRISTIANE SCHWAMBACH [GERMANY] BAG COLLECTION SLOW COUTURE

Originally from Hamburg, Germany, where she still lives and works, Christiane Schwambach makes bags out of glass, to which she applies, mixes, or adds a variety of elements and ornaments which she has sought out and carefully selected. Recycling lies at the heart of her creative process. Working on existing materials comes naturally to the young designer, who creates bag collections that are sustainable, couture and enriched by the history of each element contained therein: fabrics, fragments of objects, eco-friendly materials. Using Linen was a natural choice for Christiane Schwambach, who wanted to embody both creativity and environmental responsibility in her collection. The partnership allowed the young designer to obtain Linen swatches from the inventory and archives of the Alliance for European Flax-Linen & Hemp. Thank to that, the inside pockets of all bags in her collection for presentation at the festival are made of Linen.



BEYOND THE PARTNERSHIP: FLAX-LINEN, FIBRE OF CIVILISATION(S)

In parallel to its collaboration with finalists from the fashion and accessories contests, the Alliance for European Flax-Linen & Hemp will present *Flax-Linen, Fibre of Civilisation(s)* at the festival, co-published with Actes Sud and edited by Alain Camilleri, a Consultant and Cultural Mediator on Linen.

This unprecedented work is a cross-cutting exploration of the different facets of Linen and will be available:

- **At the Villa Noailles gift shop**, where it will be available for purchase throughout the duration of the festival.
- **At a book signing** in the gardens of Villa Noailles on **Saturday, October 14, starting at 2:30 pm.**

Flax-Linen, Fibre of Civilisation(s) tells the complete story of Linen: economic, agricultural, environmental, historical and religious, aesthetic and technical, and technological and innovative. Extremely well-documented, the book, intended for both professionals and the public, includes factual information (agricultural, economic, and scientific), historical accounts, and a great number of anecdotes that appear in each chapter.

This collective work was made possible through the participation of many renowned contributors, including archaeo-botanists, archaeologists, historians, scientific laboratories, designers and industrialists, farmers, dyers, spinners and weavers.

Please see our dedicated [press release](#) for additional information.



DIMENSIONS: 19.6 x 25 cm
PAGINATION: 336 pages
ICONOGRAPHY: about 250
PUBLICATION: 4 october 2023
PRICE: 39€

**Join us on Saturday 14 October 2023
at 2.30pm for the book signing
in the presence of Alain Camilleri**

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.

The Alliance for European Flax-Linen & Hemp is the new name of the CELC, an association founded in 1951. Western Europe is the top global producer of Flax fibres (with France, Belgium and the Netherlands accounting for 75% of production).



EUROPEAN FLAX™ :

Traceability guarantee for premium flax fibres grown in Western Europe for all market segments. It is a plant fibre, the product of ecofriendly agriculture grown without irrigation or GMOs.

**barring exceptional circumstances*



MASTERS OF LINEN™ :

Traceability guarantee for flax processed by European businesses at Européens and Euromed 1. A premium local textile at all stages of production, from European Flax™ fibre to yarn and fabric.

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