



18e Rencontres Internationales de la Mode à Hyères

Saturday, 28th April 2018



15H30 «The future of retail, there is indeed one after Colette!» moderated by Frédéric Martin-Bernard Head of Fashion – Le Figaro Newspaper and Le Figaro Magazine.



Olivier Amsellem, Photographe et Co-Fondateur – Jogging.

Olivier Amsellem is a Fashion, Architecture and Design photographer and thus collaborates with several magazines such as A.D, Le Monde, Architecture d'Aujourd'hui, Domus, The New York Times. His work has also been showed several times at the Villa Noailles. From this sharp-edged eye is born in 2015 in Marseille an unexpected Concept store. Unique pieces, edgy brands, high end fashion selection, but also design and beauty which makes of "Jogging" a space of creative encounters open to reinvent itself constantly.



Julien David, Founder and Designer – Julien David.

Born in Paris in 1978, following his Baccalauréat, Julien David went to live in New York where he worked in graphic design before attending the Parsons art and design school which he left in 2003. He then became first assistant to Narciso Rodriguez before joining Ralph Lauren's fashion house three years thereafter. In 2006, he settled in Tokyo and established his company there one year later. An adept of unique concepts, he combines rich and elegant materials with natural or more technical fibres. Original prints and numerical embroidery contribute to creating a fine and elegant beautiful wardrobe. Julien Fournier produces in Japan and works with artisans and craftsmen with precise know-how. He offers two complete lines for men and women and sells 40% of his production locally.



Sébastien de Hutten, Co-Founder and Director – Playtime.

For more than 10 years, Playtime Paris has brought together the professionals of the Child in a unique, highly and resolutely inspiring trade show. Playtime gathers nearly 500 collections and exist in Paris, New York and Tokyo. In a questioning period on Trade Shows, Playtime seems to stay ahead in the market and consolidates its positioning. June 2018 will sign the appearance of a virtual variation baptized Playtime Online.



Alix Morabito, Fashion Editor – Galeries Lafayette.

Holder of a Master's Degree in management sciences and a Master's from the Institut français de la mode (IFM), Alix Morabito started her career at the BETC and Mafia agencies. Then, she became a buyer (women's fashion) at Galeries Lafayette, then at Printemps (women's designer fashion) then Director of collections (fashion accessories and licences) for Chloé fashion house. In 2016, she returned to the Galeries Lafayette as Fashion Editor, a new position that has been made-to-measure by the great French store.



Alexandre Rousseau, Co-Founder – Bleu de Chauffe.

Alexandre Rousseau trained in product design. He has worked in the world of leather goods for luxury brands within the Richemont group and sportswear brands such as Le Coq Sportif where he met his future associate Thierry Batteux. In 2009, they launched Bleu de Chauffe. The brand draws its inspiration from a workwear spirit by reinventing the codes of the bags of the trade. Each piece is handmade in France and signed by the artisan who designed it. The head office and the production site of Bleu de Chauffe are based in France in the Aveyron county. Well established within the domestic market, Bleu de Chauffe is also distributed internationally, in Europe, in Asia and in North America. Alexandre Rousseau is one of those entrepreneurs who are engaging in rehabilitating « made in France » and French know-how.



Rasmus Storm, Co-Founder – Storm.

Rasmus Storm is an autodidact. He drops out of school early and joined the military Royal Guards shortly after. He is the Co-Founder of Storm gathering Design, Art and Fashion. Storm has been imagined in 1994 with his wife and celebrates this year 25 years in business. Over the years Storm has been collaborating with many different brands, including Dirk Bikkembergs for a Fashion Show in Copenhagen in 1999, Raf Simons for our 20th anniversary and Virgil Abloh for his release of Pyrex. Beside the store Rasmus Storm works as designer and consultant for other brands. Over the years he has been consulting for Royal Copenhagen, Fritz Hansen among others and design for Newline HALO and Triwa watches.

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By video



Guillaume Steinmetz, Co-Founder – The Broken Arm.

The Broken Arm is a multi-brand store opened in 2013 in Parisian Haut-Marais. It is the physical extension of « De Jeunes Gens Modernes » webzine created previously behind which the 3 Co-founders Anaïs Lafarge, Romain Joste, Guillaume Steinmetz used to hide among others. The Broken Arm is a store for Men and Women, a store proposing accessories as well as lifestyle, culture and fooding and mostly conceived as a place to share favorites. Inspired by province stores, brands proposed are meticulously selected for a well identified clientele. The Broken Arm stocks high end luxury brands internationally well known as well as emerging ones which the Co-Founders may even sometimes discover In Fashion Schools.

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IN HYÈRES
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