



18e Rencontres Internationales de la Mode à Hyères

Friday, 27th April 2018

16.00 Olivier Theyskens, a case study.

Sophie Fontanel goes over the career of Olivier Theyskens. A cathartic exchange between the journalist and the designer and a lesson for all young talents. To engage in creation is not a straight line; each choice is a challenge and an exciting restarting.

18.00 Meeting with **Bettina Rheims**, president of the Photography jury, and Bill Mullen then signing session, Jardin Reservation needed, seats limited.



BETTINA AND BILL
L.A. 94/97

At the occasion of the 18th Rencontres Internationales, Bettina Rheims explores her L.A. years - with the complicity of the designer Jean Colonna - and the prolific creative relationship she held between 1994 and 1997, with Bill Mullen, the fashion director at Details magazine. Together, over three years, they created series which evoked the stars of the Hollywood galaxy, actors and actresses, singers and musicians. The faces of Pop culture in the 90's, were granted substance within these pages, according to the designs of important names who dominated this decade, such as Helmut Lang to Martine Sitbon, Versace to Jean Colonna. At a time when few photographed the West coast, Bettina Rheims found within this schizophrenic town - amongst the pale motel neon signs and the blazing Californian sun - enough substance to create performances where the ability for her subjects to perform, encounters the evocative strength of her chosen sets: from a rundown motel to an overly blue pool side. This chromatic palette takes part in the fictionalisation of these fashion photographs from the 1990's, for which Bettina Rheims was one of the most important proponents. Colour, once again, alternates between harmony and disruption, following the riffs of Bettina and Bill's three years soundtrack between ballads and rock.