

20th RENCONTRES INTERNATIONALES DE LA
MODE À HYERES 2021

Saturday Octobre 16th

**10:30AM Développement durable : limite ou
opportunité créative ?**

Round Table led by Karine Vergniol



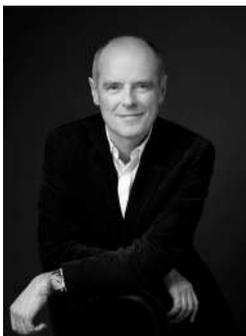
Karine Vergniol

For 20 years at BFMBusiness, an economic news channel, Karine Vergniol specialized in fashion, luxury and lifestyle. Reporter, anchorwoman, she has also hosted numerous programs including "Goûts de luxe" and "Innover pour le commerce". At the same time, she has developed an event animation activity, particularly around fashion and luxury: Fashion Forum in Bercy, Fashion and Luxury Export Relaunch for Business France or even meetings at trade fairs such as Who's Next. Today she prepares new shows and podcasts for brands and niche media.



Benjamin Benmoyal

After graduating from Central Saint Martins, where he won the LVMH Grand Prix Scholarship, Benjamin Benmoyal, 30, has worked for Alexander McQueen and Hermes before founding his namesake label in 2020. Since 2021 the brand is registered on the official Paris Fashion Week calendar, as well as the FHCM's showroom, Sphère. Benjamin has created and industrialized unique fabrics made from upcycled yarns and materials such as his fabric signature, woven out of cassette tapes. He draws inspiration from his Moroccan origins by focusing on volumes and drapings from traditional outfits as well as by weaving colourful striped fabrics reminiscent of Berber craft and aesthetic.



Eric Dupont

Eric Dupont is the Director of the Sustainable Development, Transformation & Supply Chain division of Chanel's fashion business. This mission, which began in February 2020, consists of accelerating the profound transformation of fashion activities in order to meet the highest standards of responsibility throughout the value chain, from the sourcing of raw materials to the customer experience in the boutique. Prior to this, Eric spent 9 years managing around 30 art houses or factories that were gradually acquired by Chanel. .



Gilles Lasbordes

Gilles Lasbordes is Première Vison's Managing Director. In 2018, Première Vision launched its textile and leather digital marketplace. In 2020, Tranoï joined Première Vision. Tranoï is a leading trade show for creative fashion brands, and has its own wholesale digital platform Tranoï Link. He graduated from Institut Français de la Mode, and cofounded THYRS a sustainable bag brand in 2021.



Xavier Renard

Xavier Renard is Head of the Fine Fragrance Division of the Swiss group Givaudan since February 2021. He was previously responsible for the business in Europe, since 2017. Prior to joining Givaudan, Xavier Renard was Vice President of Strategy and Development for Fine Fragrances and Beauty Care at International Flavors & Fragrances (IFF). He joined IFF in 2000, first in New York and then in the Paris region from 2005. Xavier Renard is a trained perfumer, and he is today an established reference in the perfume industry, notably within the Givaudan group, the world leader in flavours and fragrances.



Louisane Roy

Space designer specializing in urban alternatives and the management of cultural institutions, Louisane Roy joined La Réserve des arts in 2016. In 2019, she joined the South Region to develop the first branch of the association. In September 2020, the Grande Halle of La Réserve des arts will finally open, a third place dedicated to eco-design and the cultural circular economy. The material is at the heart of its projects and the expertise of re-use, one of the main issues of its research.



Géraldine Vallejo

Géraldine Vallejo joined Kering as Sustainability Programme Director in October 2013. Géraldine supports our Luxury Houses at Kering in order to better integrate environmental and societal aspects into all their processes and thus enable them to meet the ambitious sustainability targets set by the Group. She oversees a team of experts in sustainable sourcing and in low environmental impact production. Together, they develop guidelines for the Houses and ensure they are implemented through structured and innovative programs. Géraldine is also responsible for sustainable innovation and building strategic partnerships in this area. In her previous positions, Géraldine worked 11 years at VINCI Group (a global player in concessions and construction), first on major worldwide infrastructure projects in the "Constructions Grands Projets" branch; then at VINCI SA and VINCI Concessions, where she was Manager for sustainable development and scientific partnerships. Géraldine is a graduate from Ecole Polytechnique, France and has a Masters of Science in Environmental & Civil engineering from Stanford University, California.



Philippe Guilet

As a seasoned fashion expert, Philippe Guilet has worked with some of the most prestigious names in the industry, including Karl Lagerfeld, Jean-Paul Gaultier and Thierry Mugler. In 2019, he founded Renaissance, a non-profit association that gives people a second chance by enhancing their craftsmanship. Philippe Guilet recruits a team of seventeen trainees from integration projects, job seekers of all ages and cultural backgrounds. Together, they collect clothes from fashion Houses meant to be abandoned or destroyed, to deconstruct and transform them. The fashion lover wants to reinvent sewing by combining upcycling, social integration and the environment.

Saturday Octobre 16th

02:00PM : Physical or digital: what future for sustainable fashion?

Round table led by Karine Vergniol
Villa Noailles, Tente Pinède



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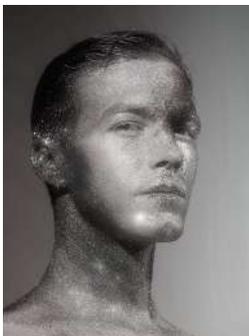
Alexandre Capelli

Engineer with a specialization in biology and ecology, Alexandre Capelli began his career in 1999 as senior consultant with the French consultancy O2 France where he led projects in communication and eco-design especially for the luxury and agro-food industries. He joined LVMH in 2006 where he works now as Group Environment Deputy Director. He leads the topics of eco-design, biodiversity and green innovation and creativity, especially through the Maison/0 program dedicated to regenerative luxury and in collaboration with the Central Saint Martins in London.



René Célestin

René Célestin is the founder of OBO, an event design and production agency. Based in London, Paris and NYC (Probject), the agency has been imagining and producing runway shows and experiences for brands such as Lacoste, Fenty x Savage x Rihanna, AMI, L'Oreal Paris, Armani Privé, Maison Margiela, Alexandre Vauthier, Cartier, Farfetch, Elie Saab and many others for over 20 years. In 2018, the OBO group of agencies acquired the Paris-based event agency UBI BENE. During 2020, these two entities join forces with DOUBLE 2 to create The Banner group. OBO and PROBJECT have and co-produce a significant amount of content and programs that are broadcast on national and international broadcast networks such as CBS and Amazon.



Kevin Germanier

At the age of 19, Kevin Germanier was accepted at the Haute Ecole d'art et de design de Genève in the Fashion Design section, before joining Central Saint Martins in London. During his second year, Germanier was selected as a finalist for the EcoChic Design Award 2014-15, the only sustainable international competition. He won the first prize: designing the first sustainable collection for the Chinese luxury brand Shanghai Tang. The same year, he was rewarded with an internship at Louis Vuitton in Paris for his excellent project presented at Saint Martins. In March 2018, Germanier presented his first ready-to-wear collection at Paris Fashion Week.



Macha Makeïeff

Macha Makeïeff trained at the Conservatoire d'art dramatique de Marseille, then at the Sorbonne where she studied art history. She chose the path of directing, joined Antoine Vitez who entrusted her with her first staging, then created a company with Jérôme Deschamps and invented the Deschiens for Canal+. She designed the sets and costumes for her shows, staged numerous operas, designed sets and exhibited in various museums (Arts Décoratifs, Cinémathèque, Grand Palais, Fondation Cartier...) and published essays. Macha Makeïeff has directed La Criée Théâtre national de Marseille since 2011.



Guillaume Robic

A graduate of the École du Louvre, Guillaume Robic was initially in charge of patronage at the Louvre Museum in 2001, then at the Centre des Monuments Nationaux from 2003. He joined the Ministry of Culture and Communication in 2006 as a patronage officer. In 2007, he joined the Réunion des Musées nationaux - Grand Palais (RMN-GP) as head of the sponsorship and public relations department, then, two years later, the Centre Pompidou. He was then appointed Director of Communications and member of the Executive Committee of the Monnaie de Paris in 2010. In 2017 he joined Chaumet as Director of Heritage. Since 2018, Guillaume Robic has held the position of Delegate Director, Development, Communication and Events at the Fédération de la Haute Couture et de la Mode.



Michael Jais

Michael Jais has a deeply rooted background in digital: he first worked for Accenture and then for Thomson Multimedia and founded Leonard's Logic, a software company in the field of Business Intelligence. In 2002, Michael co-founded Augure, an influencer marketing software company, which merged with Fashion GPS in 2016 to create Launchmetrics, of which he is now CEO. A graduate of Science Po in Economics and Finance, he now teaches a course on digital strategies for luxury brands. He is also a member of the APM (Association Progrès du Management), the largest network of business leaders in France, and has actively participated in the parliamentary work on the law of modernisation of the economy.



Charlotte Rolland

After several years in academic research with the aim of better understanding the functioning of the brain, Charlotte Rolland chose to put this knowledge at the service of companies in order to innovate differently. She co-founded NewBrain, a consulting and training organization in cognitive sciences that has one goal: think business issues through the prism of the human. Her current customers: luxury, cosmetics, watchmaking for more than 20 years. Her approach: weaver of bridges (research, innovation, industry...) to bring out collaborations with high added value.



Daria Shapovalova & Natalia Modenova

Prior to DRESSX, Daria Shapovalova established Mercedes-Benz Kiev Fashion Days and More Dash. Called 'Kiev Fashion's Queen Bee' by Vogue UK, Daria is famous for putting Ukraine on the world's fashion map. Daria is featured in Forbes 30 Under 30 Europe and BOF 500 Most Influential People lists. As the next spin in her career, Daria moved to San Francisco, got an MBA, started a company in the United States, alongside her business partner Natalia Modenova, that became DRESSX.

Natalia has more than 10 years of experience in the fashion industry, her main activities include founding a showroom More Dash in Paris and international conference Fashion Tech Summit alongside her business partner Daria Shapovalova.

Natalia Modenova is in the list of Highsnobiety for TOP13 experts weigh in on Fashion NFT and in Threedium TOP50 Voices driving the conversation in AR, VR and 3D and featured in Forbes USA, Financial Times, Vogue Business, WWD, Business of Fashion, Dazed and other media.

04:00PM : The new challenges of fashion in Europe: issues and prospects

Round table by led Karine Vergniol

Villa Noailles, Tente Pinède



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Sophie Brocart

Sophie Brocart is Managing Director of Patou (LVMH) and Director of Mentoring for the LVMH Prize. Graduated from the Ecole Polytechnique and ENSAE and holder of a DEA in international economics from the Ecole Normale Supérieure, she began her career at LVMH in 1995 in the Group's Human Resources Department. She then joined Louis Vuitton as head of the Leather Goods Group. She was appointed Director of Leather Goods and Accessories at Celine in 2000, then Director of France, Switzerland and Benelux in 2007. After an experience as General Manager at Editions de Parfums Frédéric Malle, she returned to the fashion industry and to LVMH where she was in charge of investments in fashion brands. In particular, she managed the acquisition of JW Anderson, of which she was a member of the board of directors from 2013 to 2018. In 2015, she also became managing director of Nicholas Kirkwood. Since the creation of the LVMH Prize in 2014, she has been part of the semi-finalist selection team and is in charge of mentoring the winners. She was appointed CEO of Patou in November 2018.



Carlo Capasa

Carlo Capasa has been President of the Camera Nazionale della Moda Italiana since 2015, the institution that brings together Italian fashion Houses to promote the excellence of this Industry at a global level. Born in Lecce, Puglia, he moved to Milan after his studies. As an entrepreneur, Carlo Capasa has built his career on the success of important brands in the sector. Carlo Capasa was CEO of Costume National until March 2016, the company he founded with his brother Ennio in 1986.



Sylvie Chailloux

Sylvie Chailloux founded TEXTILE DU MAINE in 1984, at the age of 25, as a subcontractor for the clothing industry, employing 50 people. Appointed Chevalier de la Légion d'honneur in 2015, she was President of the MODE GRAND OUEST network (2015-2021), composed of 105 companies. President of GFF (2019), Groupement de la Fabrication Française. President (2019) and then Vice-President (2021) of the PAYS DE LOIRE regional agency of OPCO 2i (inter-industry skills operator). In 2021, she was appointed Officer of the Ordre National du Mérite and President of the UFIMH Union Française des Industries de la Mode et de l'Habillement.



Stefano Martinetto

Stefano Martinetto is chief executive and co-founder of Tomorrow – a growth and development platform for fashion brands. Started in 2011, the Group's mission is to build the brands of tomorrow – seeking out those brands that are purpose driven, creatively led, and community inspired. The brands that Tomorrow nurtures are independent and entrepreneurial at heart. Martinetto is the fourth generation in his family working in fashion and has been involved in the development of brands including Helmut Lang, Puma Black Station and Raf Simons. Today, the Group he leads are investors in A-Cold-Wall*, Athletics Footwear, Charles Jeffrey LOVERBOY, Colville, Coperni, and the omnichannel retailer Machine-A.



Pascal Morand

Pascal Morand is Executive President of the Fédération de la Haute Couture et de la Mode. He is also Emeritus Professor at ESCP Business School and a member of the National Academy of Technologies of France. He is a HEC graduate, holds a Master in Organizational Sciences (University of Paris Dauphine-PSL) and a PhD in Economic Science (University of Rouen). He was Director General of IFM (1987-2006), ESCP Business School (2006-2012), Deputy Director General of the Chamber of Commerce and Industry of Paris Region (2013-2015). He is member of the board of DEFI, Institut Français du Textile et de l'Habillement (IFTH) and Union Française des Arts du Costume (UFAC) and on the administrative board of La Villa Noailles. He advised the Textile and Clothing Industry and Government of Morocco (2002-2006). He was entrusted by Christine Lagarde, then Minister of the Economy, Finance and Industry, with various missions on Globalization, Innovation, Accounting Standards and the Financial Crisis (2007-2010). He is the author of numerous articles and books on innovation policies and the relationship between economy and culture. His latest book, *Le Moment viennois*, highlights the way the artists of the Viennese Secession announced our modernity.



Lucien Pagès

After obtaining his literary baccalaureate in Nîmes, Lucien Pagès moved to Paris to study fashion at the Chambre Syndicale de la Couture Parisienne school from 1993 to 1996. In 2006 he founded his agency with Adam Kimmel as his first client. Twelve years later he opened a press office in NYC. Today, the agency has a portfolio of over 80 clients in all areas of the art of living: fashion, design, beauty, lifestyle and a team of 35 employees. Lucien Pagès has been ranked as part of the 500 most important people in fashion by BoF since 2006 and part of the 50 most influential French people in the world according to the ranking of the magazine Vanity Fair in 2019.



Franck Riester

Franck Riester graduated from the Institut supérieur de gestion and ESSEC Business School. He became a municipal Councillor of Coulommiers in 1995, where he served as Deputy Mayor from 2001 to 2008 when he was elected to the French National Assembly, and joined the Cultural Affairs and Education Committee. In 2018, he launched Agir, la droite constructive, a political party of which he is the leader. He was appointed Minister of Culture in the Government of Prime Minister Edouard Philippe in October 2018. In 2020, he was appointed as Minister Delegate for Foreign Trade and Economic Attractiveness, attached to the Minister for Europe and Foreign Affairs.



Claudio Rovere

Claudio Rovere is the founder and President of Holding Moda, an industrial aggregation project of manufacturing excellences of haute de gamme. Holding Moda aims to acquire the best production fashion Companies and to enhance them through a management and a development strategy. This encourages the commercial and financial coordination of production, maximising synergies between Group Companies. Holding Moda is promoted by Holding Industriale Spa, an industrial Group, founded by Claudio Rovere in 2011
