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HEAD
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Live streaming of the fashion show for the very first time, a new award with the La Redoute x HEAD Prize providing the winner with the opportunity to create a capsule collection for La Redoute and two prizes for the best collections in the BA and MA programmes (the Bachelor's Bongénie Prize and the Master's Mercedes-Benz Prize): The 2017 HEAD Fashion Show is filled with novelty and promises to deliver a unique show, while providing HEAD's young graduates with an invaluable platform!

The HEAD Fashion Show will take place on Friday 20 October 2017 at 20:00 in what is now HEAD's New Campus (formerly Espace Hippomène), a wonderful ochre-coloured building and a modernist architectural landmark from the 1950s.

This foremost fashion event in Geneva, which attracts a large audience of professionals from Switzerland and beyond, journalists and fashion bloggers on the lookout for new talent from the Fashion Design programme, is sold out every year.

This year, for the very first time, live streaming of the fashion show will be available, enabling people who have not had the chance to get their ticket in time to watch the fashion show live on their screens.



Rémi Galtier, MA Graduate



Marie-Eve Lecavalier, MA Graduate



Flore Girard de Langlade, BA Graduate



Victor Prioux, MA Graduate

A constellation of creations from BA and MA graduates

This year, 270 creations will be presented: 23 BA collections and 8 MA collections for an intense show that is a little over an hour long.

The show will also include a novelty: a collection created collectively by first year MA students under the conditions of a real fashion studio, with the support of a multi-disciplinary team consisting of professionals from the biggest fashion houses.

An international jury, three prestigious prizes

This year, HEAD is delighted to announce a new prize which will be awarded at the end of the show: The La Redoute x HEAD Prize. La Redoute will provide the winner with the opportunity to create a capsule collection for La Redoute for the summer of 2018.

This new award complements the two main prizes which are traditionally given at the end of the show, the Bachelor's Bongénie Prize worth CHF 5,000 and the Master's Mercedes-Benz Prize worth CHF 10,000. These will be awarded by an independent international jury, consisting of fashion professionals and experts:

- Serge Ruffieux (President of the jury), Creative Director of Carven
- Stephen Jones, Creative Director of Stephen Jones Millinery
- Sylvette Lepers, Head of Designers & Image Partnerships of La Redoute
- Glenn Martens, Creative Director of Y/Project
- Alice Pfeiffer, Editor-in-chief of Antidote magazine
- Mikael de Picciotto, Buying Director and e-commerce Manager for Bongénie Grieder
- Séverine Saas, Fashion Director at Le Temps, as well as Luxury for T magazine

One of the best training course in Europe

Let us remember the glowing success of 2016 Master's Mercedes-Benz Prize winner Vanessa Schindler who dazzled the jury with her highly innovative collection *Urethane Pool, chapter 2* which was the result of theoretical and practical research work carried out over her two years on the MA programme at HEAD. Her exceptional career continued when she won the Grand Prix Première Vision, the Audience Award at the Hyères International Fashion and Photography Festival 2017 and a Design Federal Prize.

Let us also mention Dan Dwir's collection, *Utopia*, for which he received the Bachelor's Bongénie Prize; 2016 BA graduate in Jewellery and Accessory Design Noémie Nivelet, a finalist at Hyères International Festival; Swarovski Fashion Accessory Prize winner at the 2017 Hyères International Festival, Marina Chedel and finally 2017 Design Federal Prize winner Mikael Vilchez, whose MA collection we look forward to discovering.

Now we wait for the results of the famous H&M Design Award in which graduate Flore Girard de Langlade, whose collection we will discover on HEAD's catwalk this year, is a semi-finalist. We hope that she will have the same success than Magdalena Brozda who won the H&M Design Award People's Prize in 2015. She has now a fantastic success with her brand WORN that she launched with her friend Pauline Famy !

Over ten years, HEAD – Genève's Fashion Design programme has become one of the most highly-coveted fashion programmes in the world, as evidenced by the ranking established by Business of Fashion, a renowned London-based magazine specialised in fashion, which places HEAD – Genève among the 20 top schools in Europe (10 top schools in Continental European) and in the top 10 the most influential fashion school in the world.



Tara Mabilia, BA Graduate



Mikael Vilchez, MA Graduate

Léa Peckre, Head of the Fashion Department

The 2017 HEAD Fashion Show has been under the artistic direction of Léa Peckre, Head of Fashion Design at HEAD since 2015. Leading figure of a new generation of experienced young designers, since graduating in 2002 she has managed her Parisian brand after proving her abilities in the haute-couture creation workshops of Jean-Paul Gaultier, Givenchy and Isabelle Marant. In 2011, she won the Grand Jury Prize at the Hyères Festival, presided by Raf Simons, for her collection “Les Cimetières sont des Champs de Fleurs” and in 2015, she won the Prix des Premières Collections by Andam – National Association for the Development of the Fashion Arts in France.

Jewellery, watches and accessories

For the show, creations from the 2017 BA programme in Product / Jewellery, Watch and Accessory Design will be presented on the New Campus, serving as key elements in the design of the event.

HEAD – Genève is the only university in Switzerland to offer specific training at BA and MA levels in Jewellery, Watch and Accessory design. The programme, lead by Elizabeth Fischer, includes product design in a broad sense, as evidenced by the diversity of propositions in the graduates’ collections: jewellery, bags, fans and accessories for shoes. Since 2015, a Chair in Watch Design, lead by Valérie Ursenbacher, has complemented the programme, offering a specific course to train designers in this field.



Marc Eicher, BA Graduate



Adeline Rappaz, BA Graduate

A range of indispensable partners

The event is supported by Mercedes-Benz which has been our main partner for several years, as well as Chloé, Richemont, and Bongénie. This year we welcome a new partner, La Redoute, who will commission one of our young graduates to produce a capsule collection for the summer of 2018 through its La Redoute x HEAD Prize.

We would also like to thank our professional partners, Le Bal des Créateurs, the brand R+Co distributed by RG Luxury, our make-up partner MAC, our five-star hotel partner Hotel Metropole, our four-star hotel partner Hotel Cornavin, Lavinia, Laurent Perrier, Givaudan, Skynight, Favarger Chocolates as well as our media partners Boléro, Novembre, One FM and Léman Bleu.



Paul Pourcelot, BA Graduate

As a preamble...

TALKING HEADS CONFERENCE SERGE RUFFIEUX

Creative Director
of Carven

Thursday 19 October 2017
HEAD – Genève
Auditorium, Blvd James-Fazy 15
1201 Geneva at 19:00



Serge Ruffieux



Jean-Baptiste Talbourdet-Napoleone



Jean-Pierre Blanc

Serge Ruffieux will be talking with Jean-Baptiste Talbourdet-Napoleone, Creative Director of M le magazine du Monde, and Jean-Pierre Blanc, Director of the International Fashion and Photography Festival in Hyères.

HEAD – Genève graduate in Fashion Design, Swiss designer Serge Ruffieux has been creative director of Carven since February 2017. His vision, his creative expertise, his great technical know-how of couture are in perfect harmony with “Carven’s legendary heritage, a symbol of Parisian chic and casual elegance.” Serge Ruffieux acquired these qualities over years of experience, working with the likes of Moschino, John Galliano, Raf Simons as well as at Christian Dior, which he directed jointly with Lucie Meier, until his arrival at Carven. His first collection has been presented at the Paris Fashion Week Spring/Summer 2018. Serge Ruffieux will be President of the Jury for the 2017 HEAD Fashion Show.

Jean-Baptiste Talbourdet-Napoleone is the Creative Director of M le magazine du Monde. He launches in 2016 JBTN Ltd., a creative studio based in Paris, specialised in edition, advertisement, visual identity and digital communication in the fields of fashion and cultural industries.

Jean-Pierre Blanc launches in 1986 the International Fashion and Photography Festival in Hyères to support young designers. Meanwhile Director of the Cultural Office of the City of Hyères, he develops the festival that opens up to photography in 1997. Since 2003, Jean-Pierre Blanc is the Director of Villa Noailles where he organises exhibition about fashion, photography, design and architecture. It is now an art center recognised on an international level.

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