Première Vision Paris, Tuesday 19 September 2017, 5:30 pm: join us in The Forum at Première Vision Fabrics (Hall 6) to discover the winners of the 9th PV Awards.

A special ceremony followed this year by a new DJ set performed by French electro-pop duo SYNAPSON!

Each year this exciting event, eagerly awaited by fashion industry professionals, singles out the most inventive and innovative creations from weavers and tanners exhibiting at the Première Vision Fabrics and Première Vision Leather shows.

In addition to the 6 PV Awards traditionally given out, this 9th edition will also be awarding two new prizes for responsible creative fashion in fabrics and leathers: the FASHION SMART CREATION PRIZES.

Première Vision invited influential personalities from the international fashion scene to select the prizewinning designs. This year’s very special jury will welcome a truly exceptional President as well: actor and fashion designer John Malkovich.

Everyone knows John Malkovich’s career as an actor and director, but many are less familiar with his work as a designer. Yet John Malkovich founded his fashion brand six years ago and creates menswear collections that are a reflection of himself: refined and witty.
“Clothing is a true realm of expression” – John Malkovich

Première Vision: Where does your passion for clothes come from?

John Malkovich: I always really liked fashion, but I began to get more interested in it at university. Costume design was part of my theatre curriculum. We learned to draw, to create a pattern, to sew. The costume designers I met were also a decisive factor. I worked with the greatest: James Acheson on Dangerous Liaisons and The Sheltering Sky; and Caroline de Vivaïse, who designed costumes for Patrice Chéreau. All of them showed me how essential garments are. They can reveal the personality of the wearer. The rest was really just a matter of chance. An Italian company suggested I do some work for them in 2001, and I launched my own brand, Technobohemian, in 2012.

Read Première Vision’s exclusive interview with John Malkovich in full on the website www.premierevision.com

www.johnmalkovich.com
A NEW PRIZE: THE FASHION SMART CREATION PRIZE

Echoing its SMART CREATION program, and in an effort to shed light on an ever more responsible creative fashion industry, Première Vision is now launching two FASHION SMART CREATION PRIZES.

These new prizes will be given to the most creative of the responsible fabrics and leathers presented by exhibitors at Première Vision Fabrics and Première Vision Leather.

SMART CREATION PREMIÈRE VISION: RESPONSIBILITY AT THE HEART OF INNOVATION

Through its SMART CREATION program - a platform for study and communications - Première Vision aims to promote the eco-responsible initiatives of its exhibitors, and highlight a new generation of values creating new strategic perspectives and competitive advantages for the entire value-chain of the creative fashion industry.

For this purpose and in order to continue to reflect on this subject, Première Vision holds regular initiatives - events, conferences, discussions - both during and outside of the dates of the show...
In all, 8 PV Awards will be handed out, 4 prizes for fabrics and 4 for leathers:

- **Grand Jury Prize 2017**, for the most outstanding, symbolic and pertinent fabric and leather of the season.

- **Handle Prize 2017**, for the fabric and leather allying the most astonishing tactile and behavioural qualities, those with the strongest emotional impact.

- **Imagination Prize 2017**, for the boldest, most original, most amazing fabric and leather in terms of decoration, technique, finishing, innovation and technology.

- **Fashion Smart Creation Prize 2017**, for the most creative responsible fabric and leather.

In early September, the jury will convene privately to select the most outstanding creations by the Première Vision Fabrics and Première Vision Leather exhibitors, from amongst the products chosen for the autumn winter 2018-19 fashion information forums. These products will be exhibited in the forums of the two shows, and indicated by special labels.

In order to give the PV Awards their full creative dimension, Première Vision has called on French artist Miguel Chevalier. Since 2009 he has created the PV Award Trophies: a concrete expression of his «fractal flowers», made exclusively for Première Vision.

Born in Mexico City in 1959, Miguel Chevalier lives and works in Paris. From technology to nature, biology to poetry, light to materials, he has, since 1978, used information technology as a means of expression in the visual arts. He is internationally recognised as one of the pioneers of virtual and digital arts.

www.miguel-chevalier.com
THE JURY OF THE 9TH PV AWARDS

PRESIDENT OF THE JURY
John Malkovich
Actor-Director & Fashion Designer
John Malkovich – www.johnmalkovich.com (USA)

Pilar Ballesteros Arjona
Leather Goods & Accessories Project Manager
Loewe (Espagne)

Gel Egger Ceccarelli
Material Research & Development Coordinator
Salvatore Ferragamo (Italie)

Frances Corner Obe
Head of London College of Fashion & Pro Vice-Chancellor
University of the Arts London (Royaume-Uni)

Béatrice Ferrant
Artistic Director
Rochas / Interparfums (France)

Roy Genty
Europe Artistic Director
Issey Miyake (France)

Diane Pernet
Founder, Director
Festival ASVOFF – A Shaded View On Fashion Film (France)

Emily Robson
Head of Embellishment & Fabrics
Christopher Kane (Royaume-Uni)

Jürgen Sailer
Right Hand Menswear Designer
Dries Van Noten (Belgique)

Vanessa Schindler
Designer
Grand Prix du Jury Première Vision du Festival de Mode à Hyères 2017 (Suisse)

Angelo Tarlazzi
Fashion Designer
Angelo Tarlazzi (France)

Claude Vuillermet
Fashion Director
Première Vision Leather

Pascaline Wilhelm
Fashion Director
Première Vision

As a reminder, prior to John Malkovich, the PV Awards have had as jury presidents: Véronique Nichanian (Hermès) in 2009, Ennio Capasa (Costume National) in 2010, Roland Mouret (Roland Mouret) in 2011, Felipe Oliveira Baptista (Lacoste) in 2012, Alessandro Sartori (Berluti) in 2013, Yiqing Yin (Yiqing Yin) in 2014 and Livia Stoianova and Yassen Samouilov (On aura tout vu) in 2015, Olivier Gabet (Musées des Arts Décoratifs) in 2016.
JOIN US FOR THE AWARDS CEREMONY
TUESDAY 19 SEPTEMBER AT 5:30 PM
IN THE FORUM IN HALL 6

SAVE THE DATE!

Following the awards ceremony, Première Vision welcomes
French electro-pop duo SYNAPSON for an exclusive DJ set!

CONTACTS

Press office
Première Vision
Igor Robinet-Slansky
T. +33(0)1 70 38 70 30
M. +33(0)6 42 06 31 02
i.robinet@premierevision.com

2e Bureau
Marie-Laure Girardon
T. +33(0)1 42 33 93 18
m.girardon@2e-bureau.com