

MEDIA/PUBLISHING

## Vogue Paris advocates for fashion's future with festival launch

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*Vogue Paris, September 2016*

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By STAFF REPORTS

Cond Nast-owned Vogue Paris is calling on fashion enthusiasts to partake in the first edition of the Vogue Fashion Festival in Paris Nov. 4-5.

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Intended for professionals and fashion lovers, the two-day event will see debates, discussions and master classes meant to inspire and provide food for thought. The inaugural Vogue Fashion Festival will be hosted by Vogue journalists, celebrities from the industry, giving readers the opportunity to learn from firsthand experience.

### Fashion's future

When launched in 1920, Vogue Paris' objective was to report on fashion news while taking an artistic and journalistic approach. With its mission in mind, Vogue Fashion Festival will break down the industry's current challenges through debates, round table discussions and workshops.

To tackle the fashion industry's issues, Vogue Paris has invited major players and opinion-leaders to Hotel Potocki to discuss economic, strategic and creative topics that will impact the sector.

The Vogue Fashion Festival will open with a talk on fast fashion, followed by sessions on Amazon as a player in apparel retail, the evolution of the fashion show, ecommerce ventures and how consumer behavior has shifted toward digital platforms. Additional topics include design in the era of digital technologies, social networks and fast times.

Speakers include the founder of Uniqlo, Tadashi Yanai; the vice president of Amazon Europe Retail; the presidents of fashion houses Chlo and Saint Laurent; the founders of ecommerce ventures Farfetch, Vestiaire Collective and Cond Nast-owned Style.com. The agenda will also include talks by Isabel Marant, Olivier Rousteing, Alexandre Mattiussi, Anja Rubik and Emmanuelle Alt.

Vogue Paris has selected precision cut-crystal maker Swarovski as its partner for the Vogue Fashion Festival.



### *Vogue Fashion Festival will be held at Paris' Hotel Potocki Nov. 4-5*

"We are very happy to be partnering with Cond Nast for the first edition of the Vogue Fashion Festival in Paris," said Nadja Swarovski, who sits on Swarovski's executive board, in a statement. "We would like to see this festival, with its wide range of contributors, workshops and debates, become the 'must-attend' events for leaders in the sector."

As the lead-up to the opening of the Vogue Fashion Festival, the magazine and Swarovski asked nine designers to create a work of art adorned with the brand's crystals. The final works will be unveiled at the festival, and then shown at the Palais Galliera, the Paris fashion museum, through the Vogue Foundation.

"It is a pleasure to work with Vogue in this partnership to support young designers," Ms. Swarovski said. "These magnificent pieces, adorned with crystals, show all the creativeness, talent and diversity that can be found in this new generation of designers."

Swarovski often advocates for young, emerging artists and designers through creative projects.

Last May, Swarovski auctioned off a selection of art objects designed by the nominees for the Swarovski Award for Emerging Talent from the Council of Fashion Designers of America.

Proceeds from the online auction benefited Free Arts NYC, a charity that offers art education and mentoring to children of all ages in New York, benefitting those in need and fostering appreciation for the arts. Swarovski often shows its commitment to supporting future talent, whether it comes in the form of emerging fashion designers seeking recognition or underserved youth in the city ([see story](#)).