



PRESS RELEASE

Global Fashion Conference – 21, 22 and 23 October, 2020

The seventh edition of the Global Fashion Conference will be held online on the coming 21, 22 and 23 October, bringing together more than 300 participants from four continents. This conference is organised in collaboration with the University of Fashion - Lyon 2 and two of its research centres, ELICO and LARHRA in France.

The edition's theme is: **The Legacy of Fashion: past, present and future.**

At this turning point in the industry, hastened by the pandemic, this international conference assumes a particular importance by reflecting on pressing issues and gathering prominent figures from the world of fashion business and researchers.

Guest speakers include Pascal Morand, President of Fédération de la Haute Couture et de la Mode, Xavier Lépingle, Director-General for Hermès Textiles, Géraldine Vallejo, Sustainability Programmes Director for the Kering Group, and Dominique Jacomet, Board Member of Euratex.

The focus will be on sustainability in the world of fashion and the transformation of European fashion into a circular economy model by 2025. How the Fashion of the future is now being built upon the legacy of past fashion.

Xavier Lépingle mentions the importance to the Hermès Group of recruiting in all generations and how knowledge is transmitted, not only at the Academy created by the Group, but also through the combined work accomplished between the Master Artisan and his/her apprentice. A qualification that takes years to achieve, but which also brings with it self-fulfilment. Without job stability and without a long-term vision, this transmission of knowledge would be impossible. Also mentioned is the value of the heritage in fabrics and colours of millions of references that Hermès possesses and that are available to its entire creative team through digitalisation, with artistic creation being the first stage in the company's innovation process.

In Xavier Lépingle's words, the real luxury of working at Hermès is to be able to devote your time solely to doing well, to doing your best.

France still has the second largest technical textile cluster in Europe and on the Panel moderated by Kim Picard-Chaïbi, Innovation Director at Techtera (French cluster), we have the opportunity to listen to the words of the President of the Deveaux Group, Thibaud van Tschammer, who, among other things, mentions the missed opportunity during this crisis of highlighting the advantages of washable fabric masks at the expense of surgical masks, thus avoiding more plastic and more pollution in the environment.

On the panel moderated by Sylvie Marot, Curator we can hear Odile Prémel, responsible for Chanel heritage - clothing, jewellery and perfumes - explaining how this legacy is conserved and enriched, playing a crucial role in preserving the brand's values and projecting them into the

future. One learns by contemplating this heritage and this learning is holistic, embracing the whole process of Fashion creation. Also participating on this Panel, we have the opportunity to listen to Yumiko Hayashi, responsible for the Sonia Rykiel heritage. This brand recently bought by the Founders of the online flash sales company "Vente Privée", tells us how the digital dimension has been boosting the brand, bringing it much closer to its customers and the role brand heritage plays in that context.

In this edition, **two awards will be presented for the first time, in recognition of the best work of research in the area of sustainability and the best work in the area of innovation.**

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