IFM holds its first BA fashion show

By Triana Alonso  June 22, 2022

The Institut Français de la Mode kicked off Men’s Paris Fashion week taking place from Tuesday, June 21 until Sunday, June 26 with its third-year Bachelor of Arts in Fashion Design students’ first fashion show. The show was held at the school’s premises located in the Cité de la Mode et du Design and brought together the crème de la crème of the fashion industry on Monday evening.

Before the last rays of sunshine and overlooking the Seine, 32 students presented their end-of-year collections each composed of six looks. The group of privileged students, of which 21 were French, were selected by a panel of judges out of 71 third-year students based on their “technical skills” and the “quality of their creative ideas”. The show, sponsored by Defi, was carried out under the creative direction of Thierry Rondenet and Hervé Yvrenogeau.

As many as 167 models of different ages and body types stepped onto the catwalk, displaying deconstructed tailoring, voluminous coats and dresses, layered knitwear, 3D-printed accessories, sustainable and ethical production, redefinitions of gender, contrasting colors, recycled materials and creative make-up.
The French first lady, Brigitte Macron, stood out among the dozens of guests wearing a white Louis Vuitton jacket paired with a Prada bag. The French President’s wife was the star of the front row for her exceptional attendance, but not before having visited the exhibition displaying the students’ creations. At her side sat the school's CEO, Xavier Romatet, and Sidney Toledano, who just a few days ago was appointed chairman of the board of directors.

The event was also attended by industry heavyweights such as the president of Chanel, Bruno Pavlovsky, who will become president of the Fédération de la Haute Couture et de la Mode (FHCM) on July 1; chief sustainability officer of Kering, Marie-Claire Daveu; LVMH's vice president of human resources and synergies, Chantal Gaemperle; chairman of the board of directors of the Galeries Lafayette group, Philippe Houzé; the recently appointed CEO of Jacquemus, Bastien Daguzan, and designers Isabel Marant and Julie de Libran.

By Triana Alonso
Translated by Roberta Herrera

Copyright © 2022 FashionNetwork.com All rights reserved.