



VODAFONE

ATHENS COLLECTIONS

HELLENIC FASHION WEEK

SUMMER 09

FASHION SHOWS + ART + MUSIC + DANCE + CINEMA

OCTOBER 7/12 2008

EXHIBITIONS + WORKSHOPS + PERFORMANCES

TECHNOPOLIS/GAZI

8th HELLENIC FASHION WEEK VODAFONE ATHENS COLLECTIONS
OCTOBER 7-12 2008 - "TECHNOPOLIS", MUNICIPALITY OF ATHENS, GAZI

SHOW SCHEDULE

TUESDAY OCTOBER 7, 2008

20:00	CATWALK A	ASLANIS
20:00	MAD BARREL CINEMA	CELEBRATION-A film about YVES SAINT LAURENT by Olivier Meyrou / FASHION IN CINEMA
21:30	FASHION STAGE	OPENING CEREMONY
22:00	EXHIBITIONS' OPENING	JANNIS VARELAS-MONT VERTOUX, FASHION WHATEVER, UN/DRESS CODE, TIM & BARRY-UNORTHODOX STYLE

WEDNESDAY OCTOBER 8, 2008

18:00	CATWALK A	VASSILIS ZOULIAS
19:30	CATWALK A	YIANNOS XENIS
20:15	FASHION STAGE	NIKOS-TAKIS
21:00	CATWALK A	DAPHNE VALENTE
17:30	CATWALK B	FASHION TRENDS PROGNOSIS (ELKEDE)
20:00	MAD BARREL CINEMA	MODE IN FRANCE by William Klein, Video Clips
21:30	MAD BARREL	THE MAD BARREL CONCERT

THURSDAY OCTOBER 9, 2008

19:15	CATWALK A	KATERINA KAROUSSOS
20:00	CATWALK B	FRIDA KARADIMA
20:45	CATWALK A	ELENA STRONGYLIOTOU
21:30	MAD BARREL	KATERINALEXANDRAKI
20:00	MAD BARREL CINEMA	MARC JACOBS & LOUIS VUITTON by Loic Prigent, Video Clips
22:00	MAD BARREL	THE CALLAS LIPSTICK: MUSIC PERFORMANCE

FRIDAY OCTOBER 10, 2008

19:15	CATWALK B	DEMNA GVASALIA (FFI)
20:00	CATWALK A	MARIA MASTORI-FILEP MOTWARY
21:00	CATWALK B	JUUN J.
21:30	MAD BARREL	DIMITRIS DASSIOS
20:00	MAD BARREL CINEMA	THE NOMI SONG: The Klaus Nomi Odyssey by Andrew Horn
20:30	OPEN AIR SPACE	COLLAGE SOCIAL INSTALLATION
22:00	FASHION STAGE	STREET FASHION & ARTISTS

SATURDAY OCTOBER 11, 2008

17:00	CATWALK A	VRETTOS VRETTAKOS
17:45	CATWALK B	AFRODITI HERA'
18:30	CATWALK A	YIORGOS ELEFThERIADES
19:15	CATWALK B	ANGELOS BRATIS
20:00	CATWALK A	KATHY HEYNDELS
20:45	CATWALK B	CASSETTE PLAYA
21:30	FASHION STAGE	JEAN CHARLES DE CASTELBAJAC
20:00	MAD BARREL CINEMA	JEAN CHARLES DE CASTELBAJAC-UN REGARD, Video Clips

SUNDAY OCTOBER 12, 2008

16:00	CATWALK B	LA NENETTE
17:00	CATWALK A	PARTHENIS
17:45	CATWALK B	ANDRIA
18:30	CATWALK A	AF VANDEVORST
19:15	CATWALK B	VICTORIA KYRIAKIDES
20:00	CATWALK A	MARIOS SCHWAB
20:45	CATWALK B	MIRO
21:30	FASHION STAGE	CUSTO BARCELONA
19:00	FASHION STAGE	ESSENTIAL LOOKS SHOW (SCHWARZKOPF PROFESSIONAL)
20:00	MAD BARREL CINEMA	HELMUT NEWTON- 'Frames from the edge' by Adrian Maben
22:00	MAD BARREL	WORKSHOP'S PRESENTATION - CLOSING PARTY

FASHION SHOWS

The Hellenic Fashion Designers Association is organizing the **8th Hellenic Fashion Week** for **Spring/Summer 09** at "Technopolis" in Gazi on October 7-12, 2008.

Greek designers, members of the association, ANGELOS BRATIS, ANDRIA, ASLANIS, CHARA LEBESSI, CHRISTOS COSTARELLOS, COSTAS FALIAKOS, DAPHNE VALENTE, DEUX HOMMES, DIMITRIS DASSIOS, FILEP MOTWARY, FRIDA KARADIMA, KATERINA ALEXANDRAKI, KATERINA KAROUSSOS, KATHY HEYNDELS, MARIA MASTORI, MI-RO, NIKOS-TAKIS, PARTHENIS, SMARAGDI, VASSILIS ZOULIAS, VELOUDAKIS, VICTORIA KYRIAKIDES, VRETTOS VRETTAKOS, YIANNOS XENIS, YIORGOS ELEFThERIADES are participating in the 8th Athens Fashion Week



Guest of Honour for the 8th Hellenic Fashion Week will be Jean Charles de Castelbajac, the charismatic persona of French Fashion, whose work extends far beyond the realm of clothes, shoes and accessories and includes home furnishings and works of art. A retrospective exhibition of his work will be presented, along with a spectacular show of his Spring/Summer 09 collection and he will also oversee the artistic direction of Technopolis. "THE ARTIST GUARANTEES ALL COMMERCIAL ACTS OF LUXURY" JCDC IN ATHENS, ON THE 11TH OCTOBER 2008 AT 21H00, JEAN CHARLES DE CASTELBAJAC ALIAS JCDC WILL PUSH THE BUTTON TO EXPLODE THE ATHENIK BOMB!!! EXHIBITION FROM LONDON PHOTOGRAPHERS TIM&BARRY, INSTALLATIONS, PROJECTIONS, RETROSPECTIVE CATWALK SHOW, LIVE PERFORMANCES, WITH SUPPORT FROM CASSETTE PLAYA, ALIAS DESIGNER CARRIE MUNDANE, LIVE MUSIC FROM CURRY&COCO ETC...THIS EVENING, FOR THE FIRST TIME IN GREECE AND FOR THE 8th ATHENS FASHION WEEK, JEAN CHARLES DE CASTELBAJAC IS BOTH THE CREATOR AND ARTISTIC DIRECTOR OF THIS SPECIAL EVENT.



28 November 1949 Born in Casablanca, son of Louis and Jeanne-Blanche de Castelbajac

1968: First collection for Ko and Co, company created at Limoges by his mother Jeanne-Blanche de Castelbajac

1969: First show. Use of indirect fabrics: floor cloths, sponges, oilskin cloths, camouflage cloths...

Hire Kenzo and Chantal Thomass for Ko and Co
Concert of Led Zeppelin at the Olympia / Jimmy Page, double Gibson and Archet

1973: Join the group « Créateurs et Industriels » created by Andrée Putman and Didier Grumbach. Show futurism and protection manifesto: bandages, protection nylons and micka visors.

First Page of the Women Wear Daily : « The Courrèges of the 70's »

Show at Galliera Palace

1974: Show at Bourse du Commerce: first teddybear coat, and poncho for two. Skiwear designed with Robert Malaval

First concept store 31, place du Marché Saint-Honoré in Paris

Encounter Malcolm McLaren and Vivienne Westwood in London

Concert of New York Dolls at Paris for his birthday
Contemporary Art collection debut

1976 Iceberg creation in Italia, destructured and pop knitwear 200

Start of advertising campaign "the contemporaries" with Oliviero Toscani

Design the Sportmax line for MaxMara

Concert of the Sex Pistols at the "Chalet du Lac"

1982 First painted dresses by Jean-Charles Blais, Robert Combas, Loulou Picasso, Ben, Annette Messager, Gérard Garouste, Hervé Di Rosa and Miquel Barcelo

1983: "Tribute" dresses from Mickey Mouse to Louis XVI

Pictures by Robert Mapplethorpe, Cindy Sherman, Peter Hujar

Encounter Keith Haring and Jean-Michel Basquiat

1984: Graffiti Dresses

Painted Object-Dresses, Tribute to Andy Warhol

1986 Collaboration with K-Way

Exhibition at the Fashion Institute of Technology, New York

1988: Exhibition Anti Körper at the MAK in Vienna: The Teddy Bear Coat

1993 Design with four hands two collections with André Courrèges

1997 Design liturgical clothes for the pope Jean-Paul II and 5500 clergymen for the XIIth Worldwide Youth Days in Paris

1999 Opening of a concept store dedicated to young designers: rue Madame in Paris

2000 First and unique Haute Couture collection « Bellintelligentzia »

Back to menswear "Presumed innocent"

Show 'First Care'

2001 Launch of his « Doudou » Perfume, laureate of the Design price

Beginning of the co-branding with Rossignol for ski wear

Show "Emergency State" at the metro station François Mitterrand

2002 Collection « Physical Graffiti », tribute to Guy Peellaert

2003 Dress up Sarah Jessica Parker in "Sex and the city"

Install his studio and new concept store in collaboration with Christian Ghion: 10 rue Vauvilliers in Paris.

Film his first short-movie "Hôtel Kittyfornia" with Maréva Galanter

Settlement with the group Marchpole

2006 Exhibition Popaganda, The fashion style of JC de Castelbajac at Victoria & Albert Museum in London

Write *Eneco*, a fantastic novel edited by Scali

2007 Exhibition Gallierock at the Fashion museum of Paris Galliera

2008 Open his concept store in London at Seville raw

Artistic director of the 8th fashion week of Athens

Collaboration with Lee Cooper for Jeans line

Collaboration with New Era for Cap

Collaboration with free Lance for shoes

Also, well known international designers: CUSTO BARCELONA, AF WANDEVORST, MARIOS SCHWAB, CASSETTE PLAYA, JUUN J. and Cypriot AFRODITI HERA, ELENA STRONGYLIOTOU and COLLAGE SOCIAL will be presenting their collections at this year's event.

A.F. WANDEVORST

Slowly but surely, An Vandevorst and Filip Arickx, the duo that forms A.F. Vandevorst, construct a universe between rock energy and ambiance of another time, between the severity of couture blended with deconstruction à la Joseph Beuys. Their paths crossed in 1987 on the benches of the Royal Academy of Antwerp. An proved to have a strong artistic sensibility expressed through her approach to her incredible garments. Filip chose to pursue fashion for the happiness and fun that it produces. After graduating in 1991, both of them went their separate ways. An became the assistant of Dries Van Noten. Filip assisted Dirk Bikkembergs. It wasn't until 1998 that they decided to combine their imaginations in order to create a four handed womenswear collection. Since then, having assured exterior collaborations (Ruffo Research in Spring/Summer 2000, and Autumn/Winter 01/02, and many costume creations for opera and theatre), the duo tirelessly pursued a vision of clothing based not only on the appearance but also what is going on on the inside: emotionally and constructionally. Spring/Summer 09 The ignorance of a child who looks at a garment. A subtle play between mother and daughter. A long skirt of a child becomes a mini skirt for her mother and the skirt of the mother becomes a dress for her daughter.



MARIOS SCHWAB

30 year old Schwab lives and works in London where he launched his label in 2005. Studying first in Berlin where he graduated with distinction and Best Student Award from Esmond, he then moved to London graduating with an MA in Womenswear Fashion from Central St Martins in 2003. After showing for two seasons with Fashion East (an incubator of young fashion talent in London) Schwab debuted on schedule at London Fashion Week for Spring Summer 2007 to high critical acclaim, where he continues to show. His Spring Summer 2008 show was chosen as one of the top ten shows of the season by Style.com. He has received editorial in American Vogue, W, Bazaar USA, French Vogue, Russian Vogue, British Vogue, i-D, Self Service, V Magazine, Another Magazine and Dazed&Confused amongst others. His main stockists are Browns, Harvey Nichols and Dover Street Market in London, Maria Luisa in Paris, WR and Side-by-Side in Tokyo and Opening Ceremony and Barneys in New York. His dresses have been worn by Kate Moss, Hilary Duff, Kylie

Minogue, Clemence Posey and most recently Thandie Newton. Marios Schwab was awarded Best New Designer at the British Fashion Awards in 2006. In 2007 he was the winner of the Swiss Textiles Award.



JUUN J.

Graduated from Esmod Seoul in 1992 Juun J. began his career as a designer for "Chiffons" followed by design director for Club Monaco" and "NIX". In 1999 he launched his brand "Lone Costume" and has shown it during the Seoul Fashion Week ever since. He has also collaborated several times with the Japanese artist Nuts and the English artist Simon Henwood. In July 2007 he will show his collection during the Official Schedule of the Men's Fashion Week in Paris for the first time. Juun J. likes to create new silhouettes and garments from an overlapping of items and silhouette to silhouette all of which dramatically conflict with each other. Shirts and cardigans, knit sleeved jackets and knitwear are overlapping each other and newly born as different items. Juun J. basic design concept is Classic & Tailoring. I like to mix and transform classic items with street fashion. For his Winter 07-08 collection Juun J. mixes in an atypical way some chic & classic moods with streetwear. He then creates the street tailoring.



Custo Barcelona

Custo Barcelona is a Spanish brand of clothes and accessories, created by Custo and David Dalmau. The Dalmau brothers established the brand in 1980, upon their return from an extensive trip around the world, throughout which, they discovered not only new landscapes but also the most diverse manifestations of art, culture and philosophy. One of the most surprising things they encountered was the Californian lifestyle, expressed in the look of the surfers living in the southern part of the state, as well as the traditional psychodelia in the north. They were also impressed by the colorful and innovative fashion they found there, and particularly a style of T-shirt that did not exist in Spain at that time. Using this base as their point of departure, they learned all they could about the different techniques of screen printing, paying particular attention to graphic design. Moreover, the brand continued to evolve its designs and increased the quality of the production, while at the same time, it developed color combinations and innovative printed patterns. **Custo Barcelona** has added all kind of pieces to the famous T-shirts: skirts, pants or coats, constructing a complete collection for men and women. For the SS09 season, the firm also created, in collaboration with the Italian company Fuzzi, a whole swimwear collection and different parts to accompany them (pareos, kaftans, long shirts, bags). **Custo Barcelona** presents its collections in New York Fashion Week from 1997, where everyone anticipates its creations for the season. It is the first time the favourite designer Custo Dalmao visits our country to present his work on a catwalk. **Shop & Trade** exclusively imports and distributes **Custo Barcelona** in Greece. Today, we can say that **Custo Barcelona** exists as a style in itself, which, to a certain degree, suggests a particular way of looking at life.



DEMNA GVASALIA

Demna Gvasalia graduated with honours from Antwerp Royal Academy's Fashion Department in 2006. Ever since he has been busy working on different commercial projects in Belgium and Germany as well as successfully launching the STEREOTYPES project (limited collection of men's and women's stereotypical clothing) in Tokyo. At present Demna is working on his first women's wear collection to be presented under his name in Paris during SHOWROOM ANTWERP/ FFI at the upcoming fashion week in October 2008.

The concept of the brand is based on a contemporary revival of haute couture and targets luxurious and exclusive departments of the fashion market. Most of the garments in the collection (apart from the most commercial pieces) are produced made-to-measure in the design atelier and given an exclusive treatment of finishing and trimming. Inspired by pioneers of fashion industry like Charles Worth and traditional craftsmanship of high fashion, Demna tries to find the new, contemporary solution for combining quality, elegance, craft, beauty and exclusivity with the highly intensive modern reality.



FFI

In October Hellenic Fashion Week begins collaboration with **Flanders Fashion Institute (FFI)**, the official organization of fashion of Belgium, which organizes **Antwerp's Fashion Week**. During this collaboration a new Belgian designer will show in Athens (**Demna Gvasalia**) and a new Greek designer will present their collections at the next Antwerp's Fashion Week. Flanders Fashion Institute (FFI), a non profit organisation, was established in 1998 with the support of the Flemish Government. FFI is the knowledge centre for fashion in Flanders and aims at enhancing employment in the fashion industry in Flanders. FFI also stimulates and promotes fashion designers of Flanders locally and worldwide.

AFRODITI HERA

Afroditi Hadjeracleous was born in Cyprus, studied Economics and Business, so to enter a family business. Her passion for designing clothes was obvious even when she was a child. Her first customers were her dolls and her sisters. She would often tear old clothes and transforming them into unique creations. Years passed by and Afrodit Hera, as her friends know her, found the material that best suited her creative spirit-Leather, or the second skin as she refers to it! After a friendly push, she entered the demanding world of design. Cypriot brand Afrodit Hera was established in 2001 and was already a very successful portfolio. Designer, Afrodit Hadjeracleous, has been designing clothes for influential fashion houses in Greece, Italy, France, Monte Carlo, Saudi Arabia, Lebanon, and Kuwait.



ELENA STRONGYLIOTOU

ELENA STRONGYLIOTOU was born in Nicosia, Cyprus in 1970, into a family of the largest shoe makers in the country. At the age of 17 years, she left Cyprus to study fashion design at St. Martins College and then Cheltenham's College of Art. After she had graduated she worked for two years with Mark Boham (Dior's designer) for the Hartnell's House of Haute Couture. She returned to Cyprus in 1991 and established her own company under her own label, Elena Strongyliotou, creating wedding dresses and evening gowns. With her unique style (modern yet luxuriously elegant) and attention to detail, she managed to set herself apart, identified as a serious haute couturier. In 2005 she participated with huge success at the "SPOSA ITALIA COLLEZIONI" exhibition in Milan. Elena was awarded Fashion Designer of the year 2006 by the readers of Madame Figaro magazine in Cyprus.



CASSETTE PLAYA

Cassette Playa was recently listed as Best Fashion Designer in Rolling Stone's Best of Rock 2008 for Carri Mundane's work with artists such as: M.I.A (including the videos 4 Bird Flu and Boyz), Klaxons (Atlantis to Interzone) Dizzee Rascal, Late of the Pier, Patrick Wolf + Boy Better Know Cassetteplaya is also worn by Atrak, Kayne West, MGMT, Verbal (Teriyaki Boys), Ruff Sqwad, Does it offend you yeah? Nu Brand Flex + Tempa T. "Carri is the brightest of stars. Cassette Playa delivers both mental and physical vitality." Ben Reardon, Editor, i-D MAGAZINE. Last year, she was nominated for Best Menswear Designer at the British Fashion Awards alongside Christopher Bailey and Alexander McQueen. "Carri's clothes really form and reflect that air of excitement flooding through London's young creative scene", Nicola Formichetti Fashion Director DAZED & CONFUSED She has presented her work as part of MAN, the London menswear initiative, 4 times, firstly with a film installation (MAN A/W 2006/07), then a catwalk show for S/S 2007(L.S.I), followed by a film shown on the runway (see link below) and then her 'Future Primitive' catwalk show for S/S 2008.

FASHION & ART

Hellenic Fashion Week will change its content aiming to bring the event closer to a wider and younger target group. The new concept is for "Athens Collections" to become an "Arts and Fashion festival" combining catwalk shows, along with cultural events (music, visual arts, cinema, comics, industrial design, etc.) as well as, cross actions (conferences, competitions, workshops, commercial meetings, etc.)

The Cultural Program has been organized by reputable personas of the Greek cultural scene:

Direction/Coordination: Andonis Kioukas (Film Director)

Program Coordinators: Konstantinos Rigos (choreographer), Alexandros Psychoulis (Artist), Yiorgos Tzirtzilakis (Architect), Dimitris Arvanitis (Graphic Designer), Nadia Argyropoulou (Curator).

FASHION ON STAGE

(Free Admission)

TUESDAY 7 OCTOBER 2008:

Opening night **Garment Culture: Skin is In**
Director/Choreographer: Konstantinos Rigos.

Identity, achievement, differentiation: In a world where change is the only certainty, fashion is chosen as a preferential field of substitution of objectives and reasons from the process. The knowledge of culture, art, body language (dressed-undressed) and materials appear to be conditional in order that one does not become a "hyperactive lifestyle author". Finally, are we discovering or inventing ourselves? Are clothes extensions of the body or a re-entry into space? What applies today from Oscar Wilde's famous saying? "One should either be a work of art or wear a work of art".

WEDNESDAY 8 OCTOBER 2008:

The Mad Barell Concert: Concert of Rock Groups on new alternative Greek scene.

FRIDAY 10 OCTOBER 2008:

Street Fashion & Artists: Performances of music, dance, skateboard, graffiti, hip – hop, DJ's set.

SATURDAY 11 OCTOBER 2008:

Jean Charles de Castelbajac "The Athenik Bomb":
Fashion show, dance, concert of the electro pop group Curry AND Coco.

SUNDAY 12 OCTOBER 2008:

Closing night: Closing of the 8th VODAFONE ATHENS COLLECTIONS: Fashion Show – Presentation of the works from WORKSHOP with live music



CURRY AND COCO
WE ARE BEAUTY

FASHION WHATEVER (Free Admission)

The visual art designer Dimitris Antonitsis, who oversees this **fashion curatorial**, invites designers who have proved that their work exceeds the catwalk limits and fashion and they approach sculpture, architecture and performance. The following artists have been chosen with this concept in mind:

THREEASFOUR: A Designer's collective that is composed of different nationalities: Adi Gil (Israel), Ange Donhauser (Kazakhstan) and Gabi Asfour (Lebanon). Based in New York, they have succeeded to attract attention of the global scene and the producers of *Sex and the City*. They were the first to be inspired from the architecture of Guggenheim and the notion of the spiral, to create clothes without straight lines, but spiral.



JUSSARA LEE: From the heart of the meatpacking district of Manhattan where she runs her boutique-workshop she will be coming to Athens to create a tent with clouds from old recycled shirts. Every cloud will be composed of 280 shirts (280ppm was the measure of the particles before the Industrial Revolution, where as today is approximately 550ppm). This installation will remain in the space of Technopolis for a week, where four women's dresses and a man's suit from recycled collars will also be presented. The work of the petite brazilian, Jussara, reports the significance of recycling as a fundamental need for every ecosystem.



SHOPLIFTER: The Icelander Hrafnhildur Arnardottir, famous for the transformation of Bjork's hair to Medusa tentacles (Medulla project), and also for the trichina sculptures with which she dressed the forefront of MoMA a month ago (Aimez vous avec Fervour), will construct two dresses from hair. These creations will be presented at the 8th Hellenic Fashion Week. Then travels back to her country and will participate in the exhibition "ID Lab" to Reykjavik Museum of Art.



ZERO+ MARIA CORNEJO: The Chilean designer deconstructs the clothes to minimal forms like the circle, the triangle, the parallelogram that will cover the flower bed in Gazi. Four models will wear, in specific sequence these shapes, and at the end a multiple dress-structure of Cornejo will be built. In 2006 she was awarded the Cooper-Hewitt National Design Award.



➤ **Un/Dress Code: Lived In Clothes:**

This exhibition investigates some common characteristics between clothing, fashion, architecture; The center being the human body, perceptions of space, movement and living. A series of student's work from the Department of Architecture of the University of Thessaly will be presented. The exhibition examines topics as "the shelter", emergency situations, the identity, corrugation, body awareness", "sensuality", assembly, enclosure, texture, puncture, material, ground movement, tectonic strategies, scale movement.

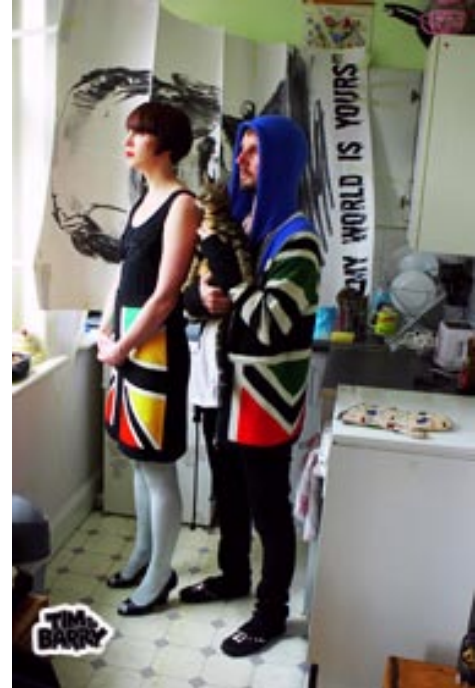
➤ **Jannis Varelas: MONT VENTOUX**

"The clothes are the surface that on it are applied all the "basics" and the "unnecessary" and it becomes a substance. It is a shape that describes something more than taste or style.

➤ **UNORTHODOX STYLE,**

Photography exhibition of **TIM & BARRY- LONDON**. In this period of photography when the person behind the camera often takes precedence over whatever lies in front, it's rare to find two photographers who purposely subjugate their presence allowing the subject a transparency that makes even the everyday look fresh and startling. Their work for magazines including Colors, i-D, Fader, The Wire and Super Super is a document of the often contradictory things they feel most

passionate about – applying a kind of fine art aesthetic to a diverse spectrum of everyday experiences and people. From providing the photographic imagery for JC de Castelbajac's monumental retrospective in Paris, to creating the cover for Dizzee Rascals important 3rd Album Maths and English; from working with such artists as up and coming fashion designers PAM, Cassette Playa through to grime trail blazer JME, Tim & Barry manage to invest the same astute quality of attention, bringing individual stories to the fore in their own unorthodox style.



➤ **FASHION WORKSHOP:** 60 students from schools of Fine Arts, Architecture, Graphic design, Photography, Stage design, Fashion Design will participate in this workshop that will be held during the entire week in Technopolis. The participating students will be asked to create original works exploring the relation between fashion and art. The final day of the workshops these artifacts will be presented to the public at a grand fashion show that will mark the closing of the 8th Hellenic Fashion Week. Supervisor: Alexandros Psychoulis

○ **Workshop 1: Photography and Fashion**

Coordinated by Tasos Bretos, Spiros Staveris (photographers), Dimitris Arvanitis, Giannis Karlopoulos (graphic artists), Chara Lebessi, Dimitris Alexakis-Deux Hommes (Designers)

○ **Workshop 2: Speech - Plot - Weaving - Mask**

Coordinated by Evi Manidaki (Architect –Stage director), Angelos Mentis (costume designer), Vaso Consola (fashion designer)

○ **Workshop 3: From Architecture to Garment**

Coordinated by Zisis Kotionis (Assistant Professor University of Thessaly), Iris Lykourgioti (Lecturer University of Thessaly), Foivi Giannisi (Lecturer University of Thessaly), Daphne Valente (fashion designer)

FASHION IN CINEMA (Free Admission)

A presentation of films (cinema), documentaries and video clips based on the greatest names in fashion history. (In collaboration with the "Nights Premiere" and the magazine "Cinema"). Curator: Filep Motwary-Andonis Kioukas

- **MARC JACOBS AND LOUIS VUITTON by Loic Prigent**

What is really behind the Marc Jacobs and his successful collaboration with Luis Vuitton. The documentary Marc Jacobs & Louis Vuitton, takes viewers inside the long-vaulted doors of Louis Vuitton. The film was directed by Loïc Prigent, who also created the documentary Signe Chanel, and shows every aspect of the design process, from the financial decisions to Jacobs's often hilarious monologues, moments at the studio of Paris or New York, as well as accolades from his usual cheering section, including Anna Wintour and Sofia Coppola.

- **MODE IN FRANCE by William Klein (1985)** A free-form, semi-documentary snapshot of the mid-1980s French fashion scene, Mode in France features clothes by such leading designers as Jean-Paul Gaultier, Alaïa, Agnes B, Jean Charles De Castelbajac, Kenzo and Chantal Thomass.. By turns a fashion history, a fashion show, and an extended experiment in dramatization, Klein's film captures the reigning looks and textures of the scene through stylized studio sequences and documentary-like episodes.

- **CELEBRATION- A film about YVES SAINT LAURENT by Olivier Meyro** An extraordinary film that depicts the legendary couturier Yves Saint Laurent as a dazed shadow of his former self, and whose release has been blocked for years by legal wrangling. Celebration, made by Olivier Meyrou, was described by one critic as "a biting documentary", which shows Saint Laurent walking around "in a daze", "losing his sharp eye", and depending "on his helpers, who treat him like a child. Shoes don't fit, silver dresses turn out grey and the seamstresses gossip, but not as much as his close associates." The behind-the-scenes film was shot over two years, mainly in the late 1990s, before Saint Laurent retired in 2002.

- **THE NOMI SONG : The Klaus Nomi Odyssey by Andrew Horn** The New Wave cycle of music in the late 1970s onto the 1980s was much more than just a Pop-ish version of Punk, it was also pushing boundaries and exploring character and what makes up the individual. Grace Jones may be the best-known example of this avant-garde exploration, but she is far from alone. The Nomi Song (2004) revisits the little-known, real life figure Klaus Nomi, birth name Klaus Sperber, his amazing wardrobe and monumental performances until his death in 1983.

- **HELMUT NEWTON- "Frames from the edge" by Adrian Maben.** Helmut Newton, the late photographer known for his innovative fashion photography of glamorous women, and who has also made a name for himself for his black-and-white nude photographs of female celebrities. His groundbreaking fashion photos appeared on the cover of Vogue in the 1950's and '60s. He is also somewhat infamous because of his reputedly quite huge ego. This documentary features interviews with some of his most famous models, including Catherine Deneuve, Charlotte Rampling and Sigourney Weaver, and with less well-known women. The film was directed by Adrian Maben in 1989. Newton was killed in a car crash Friday Jan. 23, 2004 in Hollywood, US. He was 83.

- **JEAN CHARLES DE CASTELBAJAC-RETROSPECTIVE.** A film with selective pieces from the many projections and documents from the 35 year course of JC de Castelbajac in the fashion industry.

PROJECTION SCHEDULE

TUESDAY, OCTOBER 7, 2008

20:00-24:00 FASHION IN CINEMA: CELEBRATION-A film about YVES SAINT LAURENT by Olivier Meyrou,

WEDNESDAY, OCTOBER 8, 2008

20:00-24:00 FASHION IN CINEMA: MODE IN FRANCE by William Klein, Video Clips, Fashion In Cinema

THURSDAY, OCTOBER 9, 2008

20:00-24:00 FASHION IN CINEMA: MARC JACOBS & LOUIS VUITTON by Loic Prigent, Video Clips

FRIDAY, OCTOBER 10, 2008

20:00-24:00: FASHION IN CINEMA: THE NOMI SONG: The Klaus Nomi Odyssey by Andrew Horn, Video Clips, Fashion In Cinema

SATURDAY, OCTOBER 11, 2008

21:00-24:00 FASHION IN CINEMA: JEAN CHARLES DE CASTELBAJAC- RETROSPECTIVE, Video Clips, Fashion In Cinema

SUNDAY, OCTOBER

20:00-24:00 FASHION IN CINEMA: HELMUT NEWTON- 'Frames from the edge' by Adrian Maben , Video Clips, Fashion In Cinema

FASHION SEMINAR

Aside from the shows, for the commercial needs of Hellenic Fashion Week, the following will operate in the area of Technopolis:

1. **Commercial Exhibition Department (Trade Show Room)** For the Greek and foreign buyers , **prêt-à-porter collections** of participating designers, for S/S 2009
2. **Night Boutique** clothes and accessories by Greek designers will be for sale (hours of operation 17:00 – midnight)
3. **FASHION TRENDS organized by ELKEDE Prognosis Summer 2009 fashion forecast on the latest fashion trends for shoes and leather accessories.**

ELKEDE realizes the fact that fashion constitutes a factor of differentiation and competitiveness of products and enterprises and simultaneously knowing the importance of informing on current needs and fashion issues, has insured collaborations with the largest fashion offices in the world. This way ELKEDE can provide information on the latest developments of fashion trends as far as colors, skins, design, heels and moulds for the summer season 09 for shoes and leather accessories. Mrs. Natasa Kyrkou, Fashion Director of ELKEDE, and her colleague,

Italian designer Marco Rossi will present the new fashion trends. They will brief us on skins, colors, materials, styles in women's, men's and children's shoes with information that has been prepared from ELKEDE fashion advisors, from their visits to European exhibitions and from facts they have collected from the international fashion office WGSN.

KEY TRENDS- in the second part of the event, key trends will be introduced in a special presentation that has been specifically prepared for ELKEDE by the Italian designer Marco Rossi.

The 8th Hellenic Fashion Week is under the auspices of the **Municipality of Athens, the Ministry of Development, the Ministry of Tourism and Development**, with collaboration of ELKEDE (Technology and Design Center, SA), HEPO (Hellenic Foreign Trade Board), SEPEE (Hellenic Fashion Industry Association), SKEE (Hellenic Clothing Industry Association), ELSEVIE (Hellenic Show Fair), EBFA (Athens Chamber of Commerce and Industry).

Organisation: Hellenic Fashion Designers Association

Producer/Director: Athens Fashion Productions, Andonis Kioukas

Public Relations Office GREECE: JGK Associates – Yiannis Kazanidis

International Press office: TOTEM, Kuki de Salvartes, Paris

OFFICIAL SPONSOR: VODAFONE

SPONSORS: SCHWARZKOPF, MERCEDES BENZ, INTERSALAS

SUPPORTERS: "TECHNOPOLIS", Municipality of Athens, MAC, NOVA, VIRGINIA SLIMS, VANG, FRENCH INSTITUTE, FRENCH EMBASSY, VILLA MERCEDES, TRAM, AKMH, L'OFFICIEL, VOTRE BEAUTE, LOOK, ATHENS VOICE, MAD TV, 9,84