

9.30 am **Welcome**

10.00 am **Opening of the Forum**

Opening speech by **Audrey Azoulay**, Minister of Culture and Communication.

Lyne Cohen Solal, Chargée de mission entrusted by the Minister of Culture and Communication.

Pierre-François Le Louët, President of the Fédération Française du Prêt à Porter Féminin.

Pascal Morand, Executive President of the Fédération Française de la Couture, du Prêt-à-Porter des Couturiers et des Créateurs de Mode.

The Forum is animated by **Karine Vergniol**, Editor-in-Chief and Presenter, Goûts de Luxe Paris, BFM Business.

10.30 - 11.15 am

#1 The arts of fashion

Introduction by **Jean-Pierre Blanc**, Founder - Festival International de Mode et de Photographie à Hyères, Director - Villa Noailles.

Stéphane Ashpool, Founder - Pigalle.

Cécile Bortoletti, Photographer.

Samuel Drira, co-Founder - Encens fashion book and Artistic Director - Nehera.

Pierre Marchal, Creative Director.

Olivier Schawalder, Hairdresser.

11.15 - 12.00 am

#2 New business models

Emmanuelle Brizay, co-Founder - PANOPLY City.

Elisabeth Cazorla, Ready-to-wear Director - Galeries Lafayette and BHV.

Guillaume Gibault, Founder and President - Le Slip Français.

Uriel Karsenti, Founder and CEO - Maison Standards.

Nicolas Santi-Weil, CEO - AMI.

12.00 - 12.45 pm

#3 Know-how and new production patterns

Pascal Denizart, CEO - CETI (product insight, textile solutions).

Catherine Gorgé, General Secretary - Prodways Technologies and Director - Groupe Gorgé.

Jacques Martin-Lalande, President - GFF and Managing Director - France Luxury Shirt.

Maud Lescroart, Marketing Director - Sophie Hallette.

Maurizio Liotti, Industrial Director - Christian Dior Couture.

12.45 - 1.00 pm

Closing speech of the morning by **Frédéric Biousse**, co-Founder - Experienced Capital and President - Experienced Capital Management.

2.00 - 2.30 pm **Welcome**

2.30 - 3.15 pm

#4 The new creative scene

Bastien Daguzan, CEO - Lemaire.

Jérémie Egry, Creative Director and co-Founder - Etudes.

Simon Porte Jacquemus, Founder and Stylist - Jacquemus.

Johanna Senyk, Founder and Creative Director - Wanda Nylon.

3.15 - 4.15 pm

#5 Support and funding for brands

Mark Alizart, Director - LVMH Prize.

Marilyne Bellieud-Vigouroux, Head of Public Relations and Sponsorship - M-MMM.

Nathalie Dufour, CEO - ANDAM.

Isabelle Ginestet-Naudin, Director of Creative Industries hub - BPI France Investissements.

Priscilla Jekhoo, Director of Development and Business service - Fédération Française du Prêt à Porter Féminin.

Florence Philbert, CEO - IFCIC.

Patricia Romatet, Director of Studies and Head of the IFM Labels program - IFM.

Françoise Seince, Director - Ateliers de Paris.

Laurence Sudre-Monnier, Fashion and Media Director - Fédération Française de la Couture, du Prêt-à-Porter des Couturiers et des Créateurs de Mode.

4.15 pm

Closing speech of the afternoon by **Guillaume de Seynes**, Managing Director of the Manufacturing Division and the Equity Investments - Hermès International.

4.30 pm

Closure of the Forum by **Christophe Sirugue**, State Secretary in charge of Industry - Ministry of the Economy and Finances.

4.45 - 6.00 pm **Workshops**



With the support of **DEFI**
LA MODE DE FRANCE

With the collaboration of the **Fédération Française de la Couture, du Prêt-à-Porter des Couturiers et des Créateurs de Mode** and the **Fédération Française du Prêt à Porter Féminin**.