

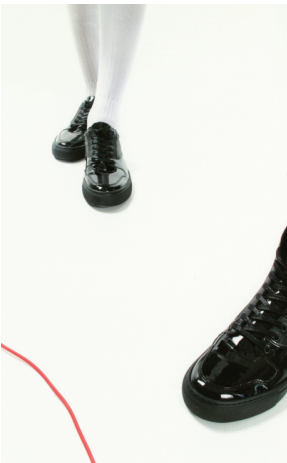
17^{èmes} Rencontres Internationales de la Mode

The Formers : Rendez-vous avec une sélection de designers issus du concours de ces dernières années. dimanche 30 avril 2017, 10h00 à 12h00

Rolf Ekroth

Before he get into fashion design, Rolf Ekroth studied Social work and Psychology at the University of Helsinki, he also did a lot of different sales jobs and for a period of 3 years played poker professionally. Because his financial status was a bit better during the poker years, which gave him the opportunity to purchase expensive clothes, he started to follow different brands and designers. The fashion world ultimately seemed more alluring than poker for him, and that's why Rolf decided to change careers.

Studying fashion design under Tuomas Laitinen at Aalto University has been a great learning experience. Under his guidance Rolf decided to focus on menswear design. He has completed three menswear collections. With his first collection, Rolf Ekroth won the "Designers Nest" competition in Copenhagen. With the second one, he was chosen as "Young designer of the Year" in Finland and was also a finalist in the Hyères Fashion Festival in 2016. After the competition, Rolf has been contacted by Galeries Lafayette and has been asked to do a capsule collection. This capsule will be presented during the Festival. Rolf is also presenting his third menswear collection at the formers showroom. This year, he started my own company and did freelance design work for some Finnish and international companies.



Rolf Ekroth

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Les **Rencontres Internationales de la Mode** sont organisées par la Fédération française de la couture, du prêt à porter des couturiers et des créateurs de mode avec le soutien du DEFI - Comité Professionnel de l'Habillement et la collaboration de l'Institut Français de la Mode. Remerciements à la Ville de Hyères et à la Villa Noailles

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27 AVRIL - 1^{ER} MAI 2017