

# 17<sup>th</sup> International Fashion Conferences

---

## MasterClass

Friday, the 28th of April 2017, 5.00pm / Villa Noailles, Tente des Rencontres

### Pierre Joos / Moderator



Pierre Joos is passionate about fashion. After receiving a law degree and being a winner of the Huissier de Justice competition, Joos, 52, entered the government as a “directeur général des services.” He continues in this kind of role today as project manager. Thanks to his interest in fashion, Joos brought several designer boutiques to Lyon including those for Christian Lacroix, Jean Paul Gaultier, Jean Charles de Castelbajac, Lanvin and Guy Laroche. He also has worked to develop niche fashion companies such as Margareth & Moi by Gildas Pennac in which he was a partner for three years, and more recently, Stéphanie Coudert. Joos can work on all kinds of fashion-related projects such as fabric development with the City of Lyon, INSA and fabric manufacturers or researching the history of forgotten designers including Crahay, Andrévie and Gros. With designer Christophe Lebourg, he launched “La Factory 30” in Nimes, a continuing-education fashion platform for youth or seniors who work in fashion design, patternmaking, retail and special events. Joos also teaches fashion culture at ESMOD in Lyon and is often a jury member for fashion presentations at ESMOD Lyon and Roubaix. Joos also works on diverse fashion projects such as the reports on fashion trades requested by former French ministers Fleur Pellerin and Emmanuel Macron, to Lyne Cohen-Solal while she was serving Paris City Hall.



## Bertrand Guyon / *Speaker*

A graduate in Design & Pattern Making from Paris' Ecole de la Chambre Syndicale de la Couture Parisienne, Bertrand Guyon – born in June 1965 – started his career at Charles Jourdan, Givenchy and Pierre Cardin.

In 1989, Hubert de Givenchy – who had worked four years with Elsa Schiaparelli – hired him as his first assistant in charge of the Givenchy Haute Couture collections. When the couturier retired in 1995 and the company appointed John Galliano as its creative director, Bertrand Guyon became his collaborator dedicated to embroidery and textile research. He went on to work closely with Alexander McQueen when the latter was appointed Givenchy's new creative director.

Christian Lacroix asked him to join his Haute Couture studio in 1997. Being his right hand, he perfected his sense of luxury, experimental textile research and rare art and craft in the same way. This laboratory of fantasy, poetry and savoir-faire sharpened his vision of Haute Couture fusing tradition and artistry.

Ten years later, he was appointed design director at Valentino. He moved to Rome where his eye, creativity and experience helped to shape the Haute Couture and ready-to-wear collections. A seven year collaboration with Maria Grazia Chiuri and Pier Paolo Piccioli allowed him to respect the heritage of the house while renewing its modernity.

On April 28, 2015, Schiaparelli is appointing Bertrand Guyon as Design Director of all Haute Couture and prêt-à-Couture collections. Together with the design studio and the atelier at the top floor of Schiaparelli's historical couture house at 21 place Vendôme, the very location where Elsa Schiaparelli worked, Bertrand Guyon brings his creative energy and talented expertise to Schiaparelli's team.