



## FÉDÉRATION DE LA HAUTE COUTURE ET DE LA MODE

The FHCM reinforces its policy to support young creative talent

### SPHERE

#### Paris Fashion Week® Showroom

From January 2020 the Fédération de la Haute Couture et de la Mode will operate a new show. SPHERE - Paris Fashion Week® showroom - will bring together 4 times a year ten brands, some to discover, others from our official calendars. The showroom will represent women's and men's fashion.

A first session will take place from January 15<sup>th</sup> to January 19<sup>th</sup> 2020 at the Palais de Tokyo with: **Blue Marble, Boyarovskaya, Egon Lab, Ester Manas, Gamut, Kits, Mansour Martin, Mossi et Simon Lextrait.**

A second session will take place during womenswear collections and at this occasion several foreign designers will join the showroom: Germanier, Kenneth Ize, Thebe Magugu.

The Studio Haddou-Dufourcq is inaugurating a creative partnership through which the spaces of the PFW® Center and SPHERE - Paris Fashion Week® Showroom - will be entrusted each year to a winner of Design Parade Toulon - Villa. The FHCM is thus promoting the new guard of interior design just as it does for fashion design.

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### A multi-dimensional support policy

The Federation also develops, in conjunction with its professional partners, its workshops dedicated to emerging designers. Amongst our current topics: Finance and Brand promotion, the fundraising process, agents, distributor or license agreements. Tailored advice, financial and material support for shows as well as the financing of legal and financial packages.

For all these actions, the federation benefits from the continued support of DEFI and L'Oréal Paris, official partners.

The federation acts in synergy with the Institut Français de la Mode notably through IFM Labels.

Created in 2011, this program is dedicated to 6 young brands, 3 of which are selected by the FHCM for their talent, uniqueness and potential. It provides teaching and personalized support for the development of their companies.

An international committee of professionals has also been set up to strengthen the detection of young international brands as well as to identify relevant opportunities for supported brands.

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