

# 2024 Nolinski Fashion Prize



**NOLINSKI**  
PARIS

PRESS RELEASE



As we celebrate Evok Collection's tenth anniversary, we are marking a decade of strong ties and memorable encounters, a collective adventure woven of human connections and shared successes.

2024 will be punctuated by an exceptional programme of events that embody the spirit of the Group.

PRIX  
**NOLINSKI**  
DE LA **MODE**



16

NOLINSKI

To mark the occasion, Nolinski Paris is launching its very first Fashion Prize in partnership with the Atelier Chardon Savard school and with the support of Nathalie Baumgartner.

Evok Collection is encouraging the next generation of young designers by creating a new fashion prize to showcase promising talent.

This new project embodies the Group's commitment to fostering a constant determination to help individuals develop and achieve their full potential.

Using a white sheet supplied by Garnier-Thiebaut for Nolinski Paris, the designers from Atelier Chardon Savard had to design a complete outfit.

A dedicated jury, made up of leading experts in the field, will assess each creation and its potential to transform the sheet, and then award the top prize.



## Jury

The jury for the First Nolinski Prize for Fashion 2024 is composed of experts from different areas of the fashion industry.

Each member contributes their own expertise, passion and unique vision, helping to assess the creations and recognise emerging talent.

A gathering of professionals who are shaping the future of fashion with insight and flair.



### **Laurence Benaim**

Journalist, fashion biographer

### **Nora Bordjah**

Founder «Private collection» Unique Jewelry -  
Fashion editor Vogue - Visual Director

### **Barbara Bui**

Designer

### **Julie Dessagne**

Digital Editor ELLE - ELLE DÉCO - ELLE À TABLE

### **Diane Goldstein**

Founder and Artistic Director of Monoki

### **Marcel Hartmann**

Photographer of art and artists

### **Veronique Leroy**

Designer

### **Gil Lesage**

Filmmaker and Photographer

### **Michèle Paquet Bearenault**

Former Fashion Editor of Elle Magazine

### **Alexandra Senes**

Founder of Kilomètre Paris and Travel Influencer

### **Victoria/Tomas**

(Designer duo)

## Competition

Students from the Atelier Chardon Savard created their first sketch in response to a call for entries on a given theme: Creating an outfit from a white Garnier-Thiebaut sheet measuring 300X320cm.

Sixty students responded to the call for entries for this new Prize.

Fifteen candidates have been selected to create their creations thanks to an endowment offered by Nolinski Paris, including a 300X320cm Garnier-Thiebaut white cotton sheet and a cheque for €50 to contribute to the purchase of the necessary supplies.

The pieces will then be presented from 15<sup>th</sup> March 2024 at the Nolinski Paris.

You can use a QR code to vote and find out more about each project and its designer.

The voting period will run from 16<sup>th</sup> to 24<sup>th</sup> March 2024.

The jury's deliberations and the prize-giving ceremony will take place on 25<sup>th</sup> March 2024.

#PrixNolinskidelamode  
#ACSxNolinski

## Awards

The winner of the Nolinski Prize for Fashion will receive a cheque for €3,000 and a voucher for one night for two people with breakfast at Brach Paris and Nolinski Paris.

## ABOUT THE ATELIER CHARDON SAVARD

The Atelier Chardon Savard, a Parisian fashion school founded in 1988, is a real style laboratory where the talents of tomorrow, frustrated by the traditional academic system, experiment extensively, instinctively and without self-censorship to build their creative identity with the help of the unique Creative Process teaching method! The Atelier Chardon Savard has trained some of the most creative designers, including Victor WEINSANTO, Arthur AVELLANO and Alice VAILLANT, all of whom have been rising stars and avant-garde figures at Paris Fashion Week over the past few seasons, and are regularly commended by their peers.



## ABOUT NOLINSKI PARIS

A few cobblestones from the Comédie Française, Rue Saint-Honoré and the gardens of the Palais-Royal lies a haven of comfort in the elegant setting of a typical Haussmann-style apartment building: Nolinski Paris.

The first of the Evok collection to open, it embodies the French lifestyle, the elegance of discreet luxury, and the charm of an address at the centre of Paris fashion and culture. The Nolinski is a combination of refinement and boldness, modernity and contemporary flair that you'll want to tell all your friends about.

The interior design is by Jean-Louis Deniot, who has reinterpreted classic French décor throughout the Nolinski's six floors. Mouldings, woodwork, antique furniture, sculptures, ceramics, soft lighting, mirrored doors, muted curtains, thick carpets, a range of colours in harmony with a cameo of greys: every choice, every detail, every object gives the 45 rooms – 9 of which are suites – the look of a Haussmann-style apartment.

This is complemented by the minimalistic green Carrara marble reception area, with its bronze sculpture, and the hand-painted clouds on the grand staircase that appear to lead guests towards the heavenly delights above.

Here, between the restaurant and cocktail bar of the intimate Grand Salon, the airy rooms and the mineral spa, every corner is an emotional sensory journey. A softly lit ambiance scented with musk and spices; music; the sensory feel of velvet or tweed. An inviting atmosphere and hospitality delivered with passion. A place of hedonistic experiences and extraordinary reveries, where a flair for detail meets an air of mystery. Because the Nolinski spirit is also synonymous with spontaneity and freedom.

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