

PRIX MODE

EVOK COLLECTION

×

NOLINSKI PARIS

2025 Edition "From Paris to Venice"



EVOK

COLLECTION

PRESSE RELEASE

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**THE EVOK COLLECTION
X NOLINSKI PARIS
FASHION AWARD**
IS BACK FOR A NEW EDITION,
WITH AN INSPIRING THEME:
"FROM PARIS TO VENICE".

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Two iconic cities, an invitation to be creative.

Following the success of its first edition, Evok Collection has reaffirmed its partnership with Atelier Chardon Savard, offering this new generation the opportunity to demonstrate their talent. Each designer has been given a white sheet by Garnier Thiébaud, which they will transform into a unique fashion item. They will also receive €50 from Evok Collection to put towards completing their creation.

The creations will be judged by a panel of fashion, art and design professionals selected by Nathalie Baumgartner, and there will also be a People's Choice Award to honour the piece that appeals to the greatest number of people. Out of a total of sixty applicants, a shortlist of fourteen young talented individuals was chosen.



COMPOSITION OF THE JURY
FOR THE 2025 EDITION:

Thomas Babeau: Fashion photographer

Laurence Benaim: Journalist, fashion biographer

Romain Brau: Actor, stylist, singer, star of the film Les Crevettes pailletées, who also fronts the Madame Arthur cabaret in Paris

Adèle Bréau: Fashion director, GALA magazine

Maison Cifonelli: Tailors

Lythan Cottaz: Fashion influencer

Laurence Dacade: Creator of the eponymous shoe brand

Richard Delas: Hair and Make-up Studios and Fashion Shows

Laurent Dombrowicz: Fashion editor at large CITIZEN K

Johanna Fath: Fashion designer

Frédérique Fétiveau: Founder and director of Fétiveau RP

Carol Gerland: Founder of Respiro/Image consultancy

Jean-Claude Jitrois: Creator and designer at Maison Jitrois

Pierre-François Le Louët: Co-president of UFIMH

Frédéric Meylan: Fashion photographer

Gilles Rosier: Founder of the leather goods brand Éternel Parisien

Guylaine Tilleau: Designer of the Hand So.On brand and former fashion editor

Antony Vincent: Cultural journalist & teacher at the Atelier Chardon Savard

Claris Viro: Creator of accessories and fashion under her eponymous brand

Victor Weinsanto: Founder and Artistic Director of the Weinsanto brand

Exhibition of the designs:

From 10th March to 17th March 2025

Presentation of the award:

Monday 17th March 2025

The Evok Collection X Nolinski Paris Fashion Award is part of Evok Collection's approach to supporting culture and nurturing new talent.



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THE 2025 WINNERS

Jury Prize: Upon deliberation, the jury decided to award the Evok Collection Fashion Award to **Elise Soulhat**. A third-year student at the Atelier Chardon Savard, she has created an asymmetrical dress that tells the metaphorical and stylistic journey of a Parisian woman going to the Venice Carnival. The dress embodies a meeting of Parisian chic and Venetian exuberance, celebrating a metamorphosis through historical details and contemporary elegance. Venetian masks are arranged asymmetrically along the length of the dress, in a configuration suggestive of a gradual infiltration of the Venetian style into the Parisian dress. A true embodiment of the fusion of the cultures.

The winner of the Jury Prize received a prize of €3000, as well as a night for two, including breakfast, at the Brach Paris or the Nolinski Paris.

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THE 2025 WINNERS

People's Choice Award: After the votes were counted, the People's Choice Award went to **Baptiste Calascione**. His creation was inspired by the cultural exchanges and mutual fascination between Paris and Venice in the 17th century, paying homage to elegant French attire and sumptuous Venetian masked balls. With this dress, Baptiste explores the convergence of tradition and modernity through shapes and colours that evoke the timeless elegance of the two cities. The sculptural collar is a contemporary interpretation of the ruffs once worn by French noblewomen at the end of the 17th century. The skirt, meanwhile, is wide and pleated, creating a theatrical and structured effect, evoking the splendour and opulence of Baroque dresses while adding a modern sculptural dimension.

The winner of the People's Choice Award won a night for two, including breakfast, at the Brach Paris or the Nolinski Paris.

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ABOUT EVOK COLLECTION

Evok Collection has been setting itself apart since 2014 with its aim of reinventing the conventions of the luxury hotel industry. Creating exceptional places that combine lifestyle, culture and sophistication, offering guests an experience that surpasses a traditional stay, these are not just hotels, they are environments that spark creativity and stir the emotions.

Each of its establishments is an experience in its own right, boasting authentically designed spaces. In Paris and Venice, Nolinski is a peaceful haven in the heart of bustling neighbourhoods. In Paris and Madrid, Brach radiates a community spirit and vibrant energy.

The Palais Royal Restaurant in Paris and Venice, Cour des Vosges and Bast round off this portfolio of exceptional venues.

At Evok Collection, the creative process is a fundamental part of its identity. Each project begins with a meticulous search for the ideal location, whether it involves renovating a historic building or bringing a new space to life. The Group works with designers such as Philippe Starck, Tristan Auer, Jean-Louis Deniot and Christophe Tollemer to create spaces where every detail counts, where perfect service becomes a way of life. Places where excellence is expressed through every aspect of design and service.

The Group is also committed to the community as a whole, developing talent within its teams while contributing to a more environmentally responsible future.

Developing skills, passing on expertise and sharing human values are at the forefront of the company's approach. A project rooted in strong values and driven by a shared passion for culture in all its forms.

Specialising in the hotel, restaurant and wellness sectors, Evok Collection handles every stage of its projects, from design to management, in France and abroad. The company's expertise means it can offer tailor-made solutions, backed up by in-depth knowledge of management, auditing and consulting.

The Evok Collection story continues with its international expansion. Following the opening of Nolinski in Venice in 2023, Brach opened in Madrid in 2024, with another opening in Rome in 2027. Nolinski will open in the Gulf of Saint-Tropez in 2026, adding further new chapters to an ever-expanding portfolio.

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