

ESMOD ROUBAIX

Two patrons to celebrate the new premises and the 2012 year group

Messrs. **Rabih Kayrouz** and **Armand Hadida** take over this year from Agatha Ruiz de la Prada, Peter Dundas for Emilio Pucci, Marcel Marongiu for Guy Laroche, Hannah Weissel and Jérôme L'huillier to jointly preside over ESMOD ROUBAIX' 2012 year group.

Mr. Satoru Nino and Mme. Christine Walter-Bonini, Chairman and Managing Director of the ESMOD Group respectively, will be attending with Mr. Philippe Zmirou, Director of ESMOD-ISEM Roubaix, to inaugurate the Roubaix school's new buildings at 11am on 5 June 2012 in the presence of the Mayor of Roubaix, Pierre Dubois.

Established since 1994 in this magnificent Roubaix building, ESMOD Roubaix has undergone several months of enlargement and building works to provide more living space and courses for its students. ISEM, ESMOD's Fashion Business School, has also been established in the Roubaix school since 2008.

This white, modern, brightly lit extension of the brick residence that houses the school was designed by the duo of architects, Laure Pauchet and Michel Naeye, and the result is a great success. From 1pm to 6pm, 3rd year

school to present their capsule collection of 5 outfits in the form of a professional showroom, co-presided by Rabih Kayrouz and Armand Hadida.

The students will have the opportunity to talk about their project and their collection, put across their arguments more easily and explain the materials, the concept and the consumer target to the entire jury.

14 June is a big evening for the students, with nearly 1200 people, including members of the fashion world, attending the ESMOD ROUBAIX fashion show in the Watremez Room. Lasting over an hour, it's an opportunity to present the collections designed by Roubaix students, along with a selection of outfits from ESMOD PARIS, which offers specialisations that ESMOD Roubaix does not (Stage Design, Lingerie, Knitwear, ...)

At 9pm on 15 June, the same show will be presented to a wider audience that has applied for seats at the Roubaix Tourist Office.

It's another important date for the students, as this time they'll be facing their potential future buyers.

For the press and members of the fashion trade:

5 June 2012: 11am – Inauguration of the new ESMOD Roubaix building followed by a cocktail party.
1pm / 6pm – ESMOD Roubaix 2012 year group jury.
Co-presided by Messrs. Rabih Kayrouz and Armand Hadida
ESMOD Roubaix – 27 Boulevard du Général Leclerc 59100 ROUBAIX.

14 June 2012: 9pm – ESMOD Roubaix 2012 year group Trade Fashion Show and prize awards.
Co-presided by Messrs. Messieurs Rabih Kayrouz and Armand Hadida
Watremez Room – 9 rue de l'Hospice 59100 ROUBAIX.

For the general public:

15 June 2012: 8pm – Public Fashion Show – Watremez Room – 9 rue de l'Hospice 59100 ROUBAIX
Seats may be reserved at the Roubaix Tourist Office.

ESMOD ROUBAIX CONTACT (Reply and presence for events):
Philippe Zmirou / +33 (0)3 20 73 38 04 / roubaix@esmod.com

ROUBAIX COUNCIL CONTACT (Reply and presence for events):
Isabelle Cannu / icanu@ville-roubaix.fr

ROUBAIX TOURIST OFFICE CONTACT (Request for seats for the fashion show on 15 June 2012):
contact@roubaixtourisme.com / 03 20 65 31 90

ESMOD INTERNATIONAL FASHION INSTITUTES & UNIVERSITIES GROUP PRESS CONTACT:
Simon Laforce / +33 (0)1 44 83 81 50 – 65 (LD) / simon.laforce@esmod.com

ESMOD INTERNATIONAL FASHION INSTITUTES & UNIVERSITIES GROUP - 12, rue de la Rochefoucauld - 75009 Paris - www.esmod.com
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Born in the Lebanon, **Rabih Kayrouz** left his country at the age of 16 to come to France and follow courses at the "Chambre Syndical de la Couture Parisienne". After months of placements with Dior and Chanel, Rabi Kayrouz returned to the Lebanon. In 1997, he set up his own dress-making company. He then returned to Paris to set up his own luxury ready-to-wear brand made in France. In 2009, the "Chambre Syndicale de la Couture Parisienne" quite unusually invited the designer to the famous "Calendrier Officiel de la Couture". He has been hailed and encouraged by a unanimous press, which finds in his poetic, architectural collections a subtle mix of haute couture and ready-to-wear. Rabih Kayrouz' collections are sold in prestigious boutiques and multi-brand stores worldwide.

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students will be using the "new"



In the early 80s, **Armand Hadida** and his wife, Martine, set up what was to be one of Paris' first concept stores: L'Eclaireur. The Hadidas' avowed ambition for Eclaireur was to mix design and fashion and offer innovative, timeless spaces by turning the boutiques into initiatory journeys. L'Eclaireur's motto is "Dare, disturb, charm, surprise, inspire, amaze, show, share..." Martine and Armand Hadida have been discovering revolutionary new designers – Dries Van Notten, Helmut Lang, John Galiano, Martin Margiela, etc. – for over 30 years, shaking up the world of "retail sales" and offering an ever more off-beat, innovative face of fashion.