



ESMOD LYON
MixeD
 présidée par Jean-Claude JITROIS

promos
 2012

matières - produits - inspirations - couleurs - sexes
 époques - styles - motifs - secteurs - volumes - âges
 univers - lieux - coutures - religions - détails
 origines - uniformes - bon goûts - mauvais goûts
 rêves - réalités - free style - couleurs - surréaliste
 music - végétal - manga - minimal - histoire - sports
 univers - lieux - coutures - religions - détails
 origines - uniformes - bon goûts - mauvais goûts
 matières - produits - inspirations - cultures - futur
 époques - âges - motifs - secteurs - volumes - styles

Mr. **Jean-Claude Jitrois** takes over from Guillaume Henry for Carven, Anne-Valérie Hash, Viviane Blassel, Nelly Rodi and Dominique Sirop to act as patron to ESMOD LYON's 2012 year group, the 6th graduate year group, on the theme of "MIXED" for the ESMOD Group's Lyon school.

From 9am to 6pm on 6 June 2012, 3rd year students will be presenting their capsule collection of 5 outfits to the members of the jury at La Sucrière.

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.

7 June 2012, is a big evening for the students, with nearly 1200 people, including members of the fashion world, expected at La Sucrière for the ESMOD LYON fashion show. Lasting over an hour, it's an opportunity to present the collections designed by all the 1st and 2nd year students along with collections from 3rd year students, the 2012 year group.

Also at the event will be the long-awaited exhibition in the La Sucrière entrance hall of the submissions by the 10 finalists in the "NEW DESIGNERS" competition initiated by Inter Beaujolais, in which all the 1st year students took part during the year. The public will have a chance to see THE winning dress which will be used to illustrate the 2012 Beaujolais Nouveau visual.

During the event, Lucinda Rossat, the young student who won the competition, will be awarded a 5000€ prize by INTER BEAUJOLAIS.

ESMOD LYON fashion show

7 June 2012

General Public: 6.30pm

Trade and Press: 9pm

La Sucrière – 49/50 Quai Rambaud 69002 LYON

ESMOD LYON CONTACT (Reply and presence for events):

Alain Boix / +33 (0)4 78 24 88 39 / mixed@esmod.com

ESMOD INTERNATIONAL FASHION INSTITUTES & UNIVERSITIES GROUP PRESS CONTACT:

Simon Laforce / +33 (0)1 44 83 81 50 – 65 (LD) / simon.laforce@esmod.com

INTER-BEAUJOLAIS PRESS CONTACT

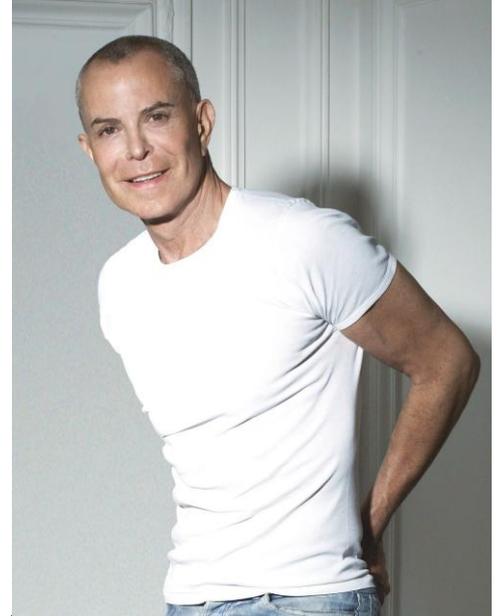
Mélina Condy / 04 74 02 22 16 / 06 77 70 08 72

ESMOD INTERNATIONAL FASHION INSTITUTES & UNIVERSITIES GROUP - 12, rue de la Rochefoucauld - 75009 Paris - www.esmod.com

Berlin - Beijing - Beirut - Bordeaux - Damascus Dubai - Geneva - Jakarta - Lyon - Moscow - Munich - Osaka
 Oslo - Paris - Rennes - Roubaix - Sao Paulo - Seoul - Sousse - Tokyo - Tunis

ESMOD INTERNATIONAL FASHION INSTITUTES & UNIVERSITIES GROUP

ECOLE SUPERIEURE DES ARTS ET TECHNIQUES DE LA MODE – A PRIVATE HIGHER EDUCATION ESTABLISHMENT



Jean Claude Jitrois was born in Narbonne in 1944.

Having studied psychology at La Salpêtrière, there was nothing to suggest that he would one day become one of the key figures in the fashion world.

In his first boutiques on the Riviera in 1976, he rubbed shoulders with Ben, Nicky de Saint Phalle and César. The brand very soon built up a loyal clientele that included Cher, Elton John and HRH Caroline of Monaco.

In 1995, he designed the first stretch leather trousers. His favourite material, leather, became like a second skin, hugging and adding curves to women's figures. In 2009, Jean Claude Jitrois made it possible to wash and iron stretch leather: a first in the fashion world.

Today, Jean Claude Jitrois is THE international leader for luxury leather clothing. His leather dresses and furs are worn by some of the top international singers such as Beyoncé, Céline Dion, Lady Gaga, Rihanna and Shakira.

The film industry also calls on the designer to dress a large number of actors and actresses including Gong Li, Elizabeth Hurley, Brian de Palma, Nathalie Baye, Reem Kherici, Patrick Timsit, José Garcia and of course his "muse", charm ambassador Sarah Marshall.

Artistes like his unique style, which combines insolence, glamour and Parisian chic.

Jean Claude Jitrois is also an art-lover. He has worked with famous photographers including Rankin, Helmut Newton and Karl Lagerfeld.

Fluctuating between insolence, risk-taking and talent, Jean Claude Jitrois has his eye firmly on the future, constantly searching for innovation and capable of reinventing himself. He loves design, is an excellent speaker and enjoys working with young talents of the future.

In 2012, Jean Claude Jitrois' company will have eight boutiques: Paris, Cannes, Courchevel 1850, London, Luxembourg, Moscow, New York, and Miami at the end of the year.