

HUGO BOSS

Press information

HUGO BOSS launches a competition with ESMOD

HUGO BOSS, the German men's and women's ready-to-wear clothing giant, is interested in French fashion. Quite naturally, HUGO BOSS called on the quality of tuition and creativity within the ESMOD Group.

HUGO BOSS asked 3rd year students to use the HUGO BOSS codes to come up with a new vision of the elegant Parisian man and woman based on the black dress and the suit.

In the presence of a jury made up of journalists:

Marie-Noëlle Demay, Chief Editor of "Marie Claire", Caroline de Fayet, Chief Fashion and Accessories Editor for "Elle" and Gilles Denis, Chief Editor of "Série Limitée-Les Echos",

and designers:

Kevin Lobo, Artistic Director for the BOSS Black and BOSS Selection labels.
Marta Szymendra, Artistic Director of BOSS Black for women.

and the Director of ESMOD, Christine Walter-Bonini.

The jury nominated:

- Myriam Bensaid, 23, born in the Avignon region and studying at ESMOD Paris. Last year she followed the Introductory and Advanced courses (1st and 2nd year completed in just one year). Currently in her third year, specialising in Men's fashion and already a winner of Marithé and François Girbaud's NA SHIRT competition in January 2012, Myriam Bensaid was awarded the Men's Prize in the HUGO BOSS competition with her "Black Suit".

Fabien Noyant, 22, born in Bordeaux, completed his first and 2nd years at ESMOD Bordeaux. He then came to ESMOD Paris for his third year.

Currently in his 3rd year, specialising in New Luxury Couture, he has taken part in and been selected for a number of competitions this year and was awarded the Women's Prize in the HUGO BOSS competition with his "Black Dress".

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The HUGO BOSS prize of 10,000 € will enable our two award winners to design their first collection.

The two students will also be given the opportunity to spend a week in the HUGO BOSS studios in Metzingen, the birthplace of the label, to adapt their design.

HUGO BOSS will be displaying the prize-winning dress and suit as part of the re-opening of the Flagship Store at 115, avenue des Champs Elysées, in June.

The models will be labelled with the student's name // ESMOD Paris // 115, Champs Elysées.

They will be sold as limited editions – 100 examples – in selected outlets in Berlin, Paris, New York and Tokyo.