

**TRANOÏ INVITES CHRISTELLE KOCHER TO BE
THE CREATIVE DIRECTOR FOR THE SEPTEMBER EDITION**

Christelle Kocher and Tranoï share the same values: openness and support for young designers and creative brands. They'll join forces for Tranoï's womenswear edition from 29 September to 2 October 2022 during Paris Fashion Week® at the Palais Brongniart.

Christelle Kocher, a Central Saint Martins graduate and ANDAM Grand Prix winner, is also the Founder and Creative Director of Koché and Artistic Director of Lemarié. Tranoï has invited this exceptional guest to provide creative input and direction for an exceptional edition.

She will participate in the brand selection committee organized by Tranoï, the Paris Fashion Week® trade show partner. She'll also reveal her favourite picks from the trade show in a dedicated space and conduct a live masterclass on Thursday 29 September.

Boris Provost, Tranoï CEO, explains "Tranoï and Koché hold a common, deep-seated vision and commitment to fashion. This is the first time that Tranoï has invited a guest Creative Director, and I'm delighted to launch this edition with Christelle Kocher. We're united by our values of openness in fashion and our dedication to promoting young designers from around the world."

Christelle Kocher adds, "I think everyone should get a chance in fashion, no matter what their background is. Tranoï's work helping young designers and independent labels can give them the opportunity to become truly worldwide brands. Since the Koché brand began, our goal has been to throw open fashion's doors and windows, and I'm thrilled to further that objective through this collaboration with Tranoï."

For more information: www.tranoi.com

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