



Premiere Classe
Don't Believe the Hype
Paris sur Mode

04-07
March - 2016

Paris, Jardin des Tuileries & Pavillon Cambon

**THE FASHION WEEK BOUTIQUE IS NOW OPEN:
THE PREMIERE CLASSE, DON'T BELIEVE THE HYPE AND PARIS SUR MODE
TRADE SHOWS PRESENT THEIR NEW POP-STORE IN THE OPERA GARNIER
BOUTIQUE, ESPECIALLY DEDICATED TO THE WORLD OF BALLET**

Paris Fashion Week returns each season with its fair share of surprises and new discoveries. This March series, the PREMIERE CLASSE, DON'T BELIEVE THE HYPE and PARIS SUR MODE trade shows - from 4th to 7th March 2016 at the Jardin des Tuileries and the Pavillon Cambon - have asked 16 of their designers to create with several unique pieces inspired by the art of ballet.

Teaming up with the Opéra Garnier boutique store, the neighbour and nerve centre of the ballet, a discipline that has always fascinated the world of fashion, the trade shows are proud to present their pop-up fashion boutique, a new addition to Paris Fashion Week that will be open to the general public from 29th February until 12th March 2016.

Under its sculpted ceilings and stunning vaults, the Paris Galerie de l'Opéra is home to over 3000 artistic references to the lyrical arts and ballet. Across four distinct spaces where culture, childhood memories, fashion and gorgeous little gifts are there to be discovered, the boutique simply draws out the magic of a stolen moment at the Garnier Opera.

Following on from the theme of the September 2015 event - architecture and new-tailoring - the Tuileries trade shows push their exploration of shapes and bodies to new extremes. In a world full of rigour, romanticism and movement, the trade shows centre their designers around one discipline, out of which comes an array of different artistic creations.

An edition under the stars. Josua Hoffalt, principal ballet dancer at the Paris Opera, is the honorary guest at this year's edition. He'll be leading the communications campaign under the keen eye of photographer Olivier Amsellem, and will reveal the fruits of his creative labour at DON'T BELIEVE THE HYPE: his eponymous ready-to-wear and accessories label.

From hand-made embroidered brooches in the shape of a cannabis leaf by MACON & LESQUOY - from 19 to 30€ - to the spectacular tutu by FETE IMPERIALE - 420€ - or Maison Baluchon's beautiful ballerina prints, shoppers will be able to browse around 20 different fashion designs, from ready-to-wear to accessories, to stationary... all exclusive and limited in number.

THE BRANDS





macon & lesquoy



maison baluchon



hoffalt

Agnelle

Couture glove-maker since 1937, the time round the label will showcase their Gants Opéra in powder pink patina.

Price: €170

Bernstock Speirs

Specialists in wacky, restyled headwear, the label has created a headband and baseball cap out of black tutu fabric.

Price: from €85 to €115

Béton Ciré

The designers at Bréton Ciré have put the finishing touches on their traditional « Miki breton », now in fine gold, just like the gilding on the Garnier Opera!

Price: €170

Cousu de Fil Blanc

This particular label brings us delicate and romantic travel candles.

Price: €12.90

Fête Impériale

At this young ready-to-wear brand, the designers often take their inspiration from 80s cuts and styles. For the trade show boutique, they have created an all over printed leotard and a long black tutu.

Price: €180 and €420

Hoffalt

Brand founded by Josua Hoffalt, at the boutique two unique pieces are yours to discover: a LOL Gustave sweatshirt recalling the Garnier Opera's coat of arms and gaiters, playing dress-up as the perfect ballet student.

Price: €190 and €50

Ines de Parcevaux

Head scarves, square scarves and stoles...for the pop-up, this label has designed a large silk scarf that depicts a scene from the ballet.

Price: €190

Jlynch

This English ready-to-wear and accessories brand will showcase a black and gold leather belt that cinches in the waist like a corset, and transforms you into the Black Swan!

Price: €180

Leon & Harper

A pop-ballerina sweatshirt for girls in-the-know who love to break from fashion norms.

Price: €95

Macon & Lesquoy

With light-hearted fun, the brand has embroidered two unique brooch models: a little pink ballerina and a pair of ballet slippers.

Price: €19 and €39

Marianne Battle

Trained at the François Lesage school, Marianne Battle presents 3 of her hand-embroidered dancer broaches.

Price: €75

Maison Baluchon

For the occasion, this label has created a beautiful Ballerina print, designed to go on notebooks (€35), wallpaper, a little ballerina bag, a tote bag (€99) and a dance bag (€280).

MiniMe Paris

Dive head-first into the fairy-tale world of the brand's creator with a head-bow in nude leather, velour and lace, a cashmere jumper, a t-shirt and one of her famous « Step by Step » hat designs.

Price: €160, €470 and €90

On aura tout vu

This brand will present a beautiful, delicate necklace.

Price: €250

Soloviere

This luxury footwear label has designed a pair of sneakers in leather and satin.

Price: €290

Terra New York

Specialists in rain-coat, this label's founder has come-up with a bright and light waterproof.

Price: €420

PHOTO PACK

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