



PRIX DE LA MODE
EVOK COLLECTION

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NOLINSKI
PARIS

ATELIER
CHARDON
SAVARD

Winner of the 2024 Fashion Award

PRESS RELEASE

EVOK COLLECTION RECENTLY LAUNCHED
THE VERY FIRST FASHION AWARD IN
PARTNERSHIP WITH
THE ATELIER CHARDON SAVARD
SCHOOL AND WITH THE SUPPORT
OF NATHALIE BAUMGARTNER.

Evok Collection is encouraging the next generation of young designers by creating a new fashion award highlighting promising talent. This new project reflects the Group's commitment to constantly nurturing the development and fulfilment of individuals.

INFORMATION ABOUT THE COMPETITION

Using a white sheet supplied by Garnier-Thiebaut for Evok Collection and Nolinski Paris, the designers at Atelier Chardon Savard have created a complete outfit. The students submitted sketches on this theme and fifteen of them were selected. During March 2024, the fifteen carefully selected works were exhibited at Nolinski Paris. Voting was open to the public, and we received nearly 1,600 votes.

DURING ITS DELIBERATIONS
ON MONDAY 25TH MARCH 2024,
THE JURY CHOSE TO AWARD
THE FIRST FASHION AWARD
TO **LOUISE CHEVILLOT.**

Master's student.

The winner of the Nolinski Fashion Award will receive a cheque for €3000, as well as a voucher for one night for two people including breakfast at Brach Paris and Nolinski Paris.

« The hotel's design imbued me with a feeling of intimacy and elegance: a place like no other that invites you to let go and relax. I then turned my attention to the bedroom and more particularly to the bed. The thickness of the pillows, the crumpled appearance of the sheets when you wake up, their whiteness. The design reflects the fusion between the bed and the garment, offering comfort that fits like a glove. »

— Louise Chevillot



PEOPLE'S CHOICE AWARD

Due to the overwhelming response to the voting, Evok Collection has decided to award a People's Choice Award. The winner of this prize wins a night at the Nolinski Paris or the Brach Paris.

THE WINNER OF THE PEOPLE'S
CHOICE AWARD IS
GABRIEL RASTOUEIX.

3rd year student.

« Nolinski, an imaginary traveller, brings back souvenirs from his journeys to the four corners of the world to create a unique and magical place. This time, he has brought an ancient sculpture back from Greece.

The starting point for my design was the hotel's décor and the principles behind it. One of the elements of the Nolinski that struck me most was its Grand Staircase.

Inspired by the work of the interior designer Jean-Louis Deniot, I opted for a design with gravity-defying sculptural proportions. Particularly around colour and the use of greys, and the hotel's lighting sources. Based on the idea of a Greek sculpture, I devised a draped garment, reminiscent of the Greek Peplos (an ancient tunic), which would wrap beautifully around a corset. The challenge was to create a draped skirt that, when unfolded, would be a simple rectangle cut from the hotel's own bed linen... »

— Gabriel Rastoueix





ABOUT THE ATELIER CHARDON SAVARD

A Parisian fashion school founded in 1988, the Atelier Chardon Savard is a real design laboratory where tomorrow's talented designers, frustrated by the traditional academic system, experiment extensively, instinctively and without self-censorship, to establish their creative identity through the unique teaching of the Creative Process. The Atelier Chardon Savard has therefore trained some of the most creative designers, including Victor WEINSANTO, Arthur AVELLANO and Alice VAILLANT, all of whom have been rising stars and avant-garde figures at Paris Fashion Week for several seasons now, and who are regularly commended by their peers.



ABOUT EVOK COLLECTION

Owned by Pierre Bastid, conceived and developed by Romain Yzerman and Emmanuel Sauvage, who is the general manager, Evok Collection was founded in 2014, with the aim of creating new destinations and new standards for luxury hotels. At each of its establishments, Evok offers its guests an opportunity to experience "a life beyond their dreams", providing a unique and contemporary interpretation of the art of living in Europe's cultural and lifestyle centres.

Every Evok brand has its own distinct identity, but what they all share is the desire to provide a warm, authentic atmosphere that is influenced by the different settings in which Evok chooses to establish its presence. Nolinski is a haven of tranquillity at the very heart of bustling city-centre locations. At Brach, Evok introduces a relaxed, sophisticated way of life to imposing neighbourhoods, while at Sinner, it draws on the vibrant energy of a historical neighbourhood, transforming it into an uncompromisingly edgy interpretation of a cultured lifestyle. Evok also invites you into some highly exclusive properties: BAST, Palais Royal Restaurant, and Cour des Vosges.

In other words, each location has its own brand, its own ambition, its own world, its own ambience inspired by its surroundings. For every project, the aim is to identify a suitable location, bring it back to life and give free rein to the imagination of Evok's chosen designers: Philippe Starck, Tristan Auer, Jean-Louis Deniot, Christophe Tollemer and LeCoadic-Scotto, among others. The end goal is to provide unique, joyful living and well-being experiences through outstanding service and the careful curation of every detail.

The Evok group aims to be a key contributor to society, helping its team members to grow, imparting expertise and interpersonal skills, energising and striving for a more environmentally friendly future. It is our way of giving back, sharing our successes and promoting an exchange of skills and ideas as part of a project that goes well beyond the company itself.

Evok has developed real flair and expertise in the hotel, restaurant and wellness sectors. From creating new hotels to refurbishing existing ones, in the group's native France and beyond, we offer bespoke services thanks to our strong management, auditing and consulting expertise.

Building on a collection of six unique locations, the story continues with the international expansion of the group's brands. Following Nolinski in Venice (June 2023), Brach Madrid (2024) and Brach Rome (2026) will enrich the collection.

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