

ICON e MAGAZINE



EDITORIAL

The year is 2014, and it just dawned on me that I am celebrating twenty years of living in France. My name is Bettina Fröhlich and I was born in Germany.

I recall my first professional experience as a young German girl. I remember brainstorming with other team members to find ways to promote healthy lifestyles by improving people's dietary habits. We were then already attuned to the science of ecology and recycling was second nature.

When I first settled in France, I was quite surprised to find that people were getting rid of their garbage using a single plastic bag that they would place outside of their front door for pick-up. People then did not think twice about driving their car to go buy the daily baguette. I was miles away from the fresh organic vegetables of my father's garden.

Today, there is a growing awareness of the urgency to change our lifestyles, economies and business practices. Sustainability has become a value of significant importance among the new generation of consumers. The future of the planet and our children is at stake!

I had dreamed years ago of hosting the first sustainable fashion event in Monaco. The Icone Suite project came to life while I was having a discussion with one of my *"fashionista"* friends. I imagined an event featuring international stars, showcasing sustainable-yet gorgeous-fashion apparel, all the while casting a new image of themselves, while fashion designers, eager to shine a new light on their brand could promote a sustainable approach to Luxury.

Monaco, home to one of the most prestigious international icon, has become the center stage for sustainability, under the leadership of a prince who has become the ambassador of sustainable development. It was a logical choice. This dream came true last June when I organized the first sustainable dressing room, during the television festival of Monte-Carlo. ICONE SUITE was born - a new fashion paradise where the *"Made in"* is a must!

ICONE SUITE partners with brands and designers that are eager to demonstrate their commitment to sustainable development through ethical, social and eco-friendly business practices. These include: reducing, reusing and recycling, i.e., using bin materials to the very end; selecting eco-friendly or natural fiber; implementing « *shwopping* », a concept that consists in trading one fashion item for another, encouraging fair trade and promoting the *"savoir-faire"* of human resources; ensuring the traceability of raw materials used in the supply chain and the protection of endangered species, making sure no animal has been hurt in the process.

Social and environmental responsibility has become a major stake for the 21st century. Businesses around the world, from solo entrepreneurs to large corporations, are embracing it and integrating the concept in their business model. Welcome to the age of sustainable fashion and luxury!

Bettina Fröhlich
Managing Editor

FOR A LIMITED
TIME ONLY

ICONE THE SUITE

is rolling out the red carpet
for sustainable fashion designers.

Experience the glamour and luxury of sustainable fashion.
Discover exquisite, luxurious dresses
and magnificent accessories
presented in a sustainable way.

Only available from

SUSTAINABLE BRANDS APPEAL

Worldwide, 55% of Internet users are willing to pay more for products and services provided by businesses that are conscious of their social and environmental impact, according to a study conducted by "Nielsen Insights." The propensity to buy socially responsible brands is strongest in Asia-Pacific (64% of respondents), Latin America (63%) and the Middle East and Africa (63%). In North America and Europe, it is respectively 42 and 40% and only 36% in France. Source (Strategies)



MONTE-CARLO TELEVISION FESTIVAL

The Monte-Carlo Television Festival is an international festival honoring and rewarding television productions

HISTORY

By creating the Monte-Carlo Television Festival in 1961, Prince Rainier III of Monaco, wished to “encourage a new art form, in the service of peace and understanding between men”. Monaco’s international status ideally suited the Prince’s ambition: to recognize television as an exceptional means of bringing cultures together and enhancing their respective knowledge.

This project immediately generated worldwide interest and over the years, many distinguished celebrities have sat on the successive juries, bringing international recognition to the best of television programming.

H.S.H. Prince Albert II of Monaco has been the Honorary President of the Festival since 1988.

World famous stars, leading talent and big names of the future crowd have walked on the Festival’s renowned Red Carpet, mixing professionalism with personal enjoyment while taking part in photo shoots, interviews, or signing autographs.

AWARDS

The Competition gathers and rewards – with a Golden Nymph or a selection of Special Prizes – the best TV programs and actors from around the world. Throughout the Festival, international juries composed of distinguished industry professionals and talent participate in screenings for all programs entered in the competition. Each year, more than 30 countries are represented in the competition, with over 60 programs selected for nomination.

The Official Competition covers different categories such as TV Series (Drama and Comedy), Mini Series, Television Films and News (Documentaries, TV News Items, 24 Hour News Programs). The International TV Audience Awards is awarded to shows that have achieved the highest viewing numbers worldwide.

The Golden Nymphs statuettes given to the winners of the Official Competition are replicas of the Salmacis Nymph created by Monaco sculptor, François Joseph Bosio, who was the King's Senior Sculptor under Louis XVIII; the original is still exhibited in the Louvre Museum in Paris.

The competition is also the host of Special Prizes awarded in partnership with major global organizations such as the International Committee of the Red Cross, the Monaco Red Cross, the AMADE, SIGNIS and the Special Prize Rainier III - presented by H.S.H. Prince Albert II of Monaco.

The Monte-Carlo Television Festival closes with the glittering Golden Nymph Award Ceremony, in the presence of H.S.H. Prince Albert II of Monaco. The Ceremony is followed by a Gala Dinner taking place in the Salle des Etoiles at the Monte-Carlo Sporting Club and attended by H.S.H. Prince Albert II, and renowned VIPs.



CELEBRITIES

In 2014, hundreds of celebrities from all over the world attended the Festival where they were able to experience the joy in Monte-Carlo. Just a few examples of the award winning actresses who have worn the sustainable fashion items of the ICONE SUITE in 2014:

Ayelet Zurer wore a dress with its handbag from Shtoica, a sustainable luxury brand created by Mihaela Stoica. She crowned Best Actress in Drama award by acting in the Israeli series *'Hostages'*. The earrings were a creation from Knetsch & Streit, a sustainable fine jewellery brand.

Katherine Kelly Lang, known for her role as Brooke Logan in *'The Bold and the Beautiful'*, chose a magnificent Rowena Forrest's dress perfectly suited to the red carpet session.

ICON SUITE





DESSINE MOI UN SOULIER

“Dessine-moi un soulier” is a French brand launched in 2011 by two adventurous, passionate and original Parisians, keen on fashion, Juliette and Alma. It was not only their love for fashion and shoes that brought them together, but a common frustration of never finding the perfect pair of shoes they secretly dreamed of. They undertook to give women an opportunity to have their dream or ideal shoe created just for them: exclusive, custom-made shoes that they could feel comfortable in and wear every day, or for that special occasion.

Style, heel height, colors, materials, accessories, fancy ... they can choose anything and everything they wish for! *“Dessine-moi un soulier”* is the opportunity to have a one-of-a-kind exclusive pair of shoes created to complement your image. The brand is also riding the trend of the Made in France with a 100% French scale manufacture for exceptional shoes, made in the French tradition of excellence, and far from the mass-produced shoes in the east.

It took more than a year working and researching the market to develop this concept. Juliette and Alma have developed their own ready-made designs, sourced raw material, and chosen the best production in France.

MATERIA PRIMA

Materia Prima was founded in 1999 in Freiburg, Breisgau, by Silke Knetsch and Christian Streit. It is a small jewelry manufacturer that primarily designs and produces individual pieces. The owners wanted to create a distinctive jewelry line with a language of its own. Their jewelry is more than just an assembly of precious materials, it signals an artistic and very personal form of expression.

Since 2009, they have started to develop and distribute small-scale series. They founded MATERIA PRIMA, a jewelry line with hand-painted porcelain. They strongly believe that sustainable entrepreneurship is possible in all areas of life, even in the so-called luxury sector. That is why they use accredited, 100 per cent recycled, scrap silver and gold. All pieces are produced in their studio and all suppliers are located in Germany.

There is an important bond between porcelain and precious metal in the history of jewelry. Knetsch & Streit have rediscovered these old connections and transformed them into a new and contemporary line of jewelry with a timeless, vintage style. They are very sturdy pieces that are nice to wear every day. The designers have translated the old arts of porcelain painting and jewelry making into a new, modern, artistic language.

2014

EDELZIEGE

Edelziege is a young label with direct roots in Mongolia – home of Cashmere wool, one of the most valuable natural fiber. From classy and elegant to cool and stylish, Cashmere clothing and accessories guarantee a luxurious and special fashion experience for both men and women. 100 % cashmere, highest quality and wearing comfort are the guiding principles of Edelziege.

Since 2008, Saruul Fischer has been designing, producing and distributing elegant Cashmere products under the label Edelziege. Her concept is simple: cashmere is not boring and old-fashioned. Cashmere is versatile, stylish and cool. The fashion of Edelziege stands for sophisticated details in design and premium natural material. To take on responsibility for our society and environment, Edelziege insists on sustainability of the chosen resources and intentionally dissociates from mass manufacturing. She manages to combine ethics and style through truthful commitment to natural materials and on-site production in Mongolia. Every single collection will always remain exclusively produced from 100% cashmere wool. All materials are renewable and harvested from animals living in the wild in Mongolia.

For Saruul Fischer, owner and designer of Edelziege, ensuring that the wool produced in Mongolia is processed in Mongolia, and not exported, is an affair of the heart! Thanks to her commitment, local employment is on the rise while existing jobs are sustained. Edelziege collaborates only with small manufacturers that meet Edelziege's standards of ethics and sustainability such as ensuring good working conditions for their employees and protecting the environment. Edelziege will not support mass production, starvation wages and environmentally damaging methods of production.

2014

ERMENEGILDO ZEGNA

Ermenegildo Zegna is an Italian luxury fashion house, specializing in men's clothing. Founded in 1910, it is now managed by the fourth generation of the Zegna family and remains in family ownership. As one of the biggest global producers of fine fabrics (2.3 million meters per year), Zegna has been active in promoting improvements in wool production around the world. Quality, genuineness, believing in the future, responsibility, passionate participation and spirit of belonging are the values of Ermenegildo Zegna.

Ermenegildo Zegna was convinced that high quality products were linked to the beauty of the surroundings and to the wellness of the people involved. In his view, nature's protection, social life and cultural activity were an integral part of both work and leisure.

Ermenegildo Zegna carries out the complete production process – from raw material selection to finishing. Commitment to quality and the use of modern technology to back up artisan craftsmanship is the living tradition, linking past, present, and future.

The Zegna Family set up the Fondazione Zegna on December 1st 2000 to give continuity to the values, philosophy and work of Ermenegildo Zegna. Quality and dedication may continue in harmony with the protection of our natural environment, social wellbeing and the cultural development of the local community.

2014

L'HERBE ROUGE

L'herbe Rouge's fabrics come from organic agriculture (organic cotton, organic linen, organic wool ...), and upcycled yarns, or offer other measured environmental qualities (Tencel).

Recycled yarns are obtained in France from old knitwear and are collected by associations (such as Le Relais), and waste material from the hosiery sector.

Bleaching and dyeing processes are done using techniques and colors that meet the standards of GOTS (Global Organic Textile Standard). The products are manufactured according to the best ecological (GOTS, water treatment, renewable energy) and social (fair trade, reinsertion...) criteria, and processed near the sources of raw materials in France, Europe and Africa.

L'herbe Rouge's design allows for better consumption. While functional, the line is stylish with attention to cut, details and finish. The convertible multi-purpose clothing can be worn in many ways, upside-down, front to back/back to front, and the fabrics are reversible. In addition, the clothes often fit both men and women. The multiple wearing possibilities and combinations (sham, tabs, etc.) allow for a range of silhouettes. This versatility gives the brand a unique character.

2014

ROWENA FORREST

The French brand, Rowena Forrest, named after its creator and designer, offers collections of ready-to-wear and tailor-made clothing with a combination of elegance and sensuality. The Rowena Forrest collections bring boldness and renewal to the elegant and classic lines of fashion, in order to sublimate the woman inside with high precision dress making.

Rowena's creations reveal a resolutely luxurious, sensual and charismatic brand. By minutely selecting raw materials and French manufacturers, Rowena manages to bring forward all the savoir-faire of the Made in France: "I believe in actively supporting France in the world of international fashion."

The brand is audacious, and does not hesitate to think outside the box, as illustrated by the capsule collection unveiled in the spring/summer 2014 in collaboration with the street artist Dizaster trails.

The brand is growing in France, and internationally, with a new 2014 Autumn/Winter collection inspired by the world of travel and named "*Escapade Bohemia*".

2014

SHTOICA

With an eye on sustainability, Shtoica represents innovative and elegant solutions to our ever growing and changing world. The company was founded by Mihaela, who lives and works in the South of France.

Mihaela finds most of her inspiration from her life experiences and family history; she grew up in a creative family and was inspired by her mother who was herself a designer. As she evolved personally, discovering and growing, she realized the artist and the engineer within her needed to come together to meet her creative ambitions as a fashion designer. And so, Shtoica was born.

Shtoica is a contemporary take on women's clothing, the brainchild of Mihaela Stoica, who decided to create a cutting-edge label that meet standards of sustainability while being elegant and truly contemporary. The brand's natural strategy is to find innovative solutions to offer versatile clothing while never letting go of intelligent and elemental beauty. The mechanics of making an ecological brand fully versatile and beautiful is extensive, but cleverly implemented by the brand. Stoica offers women quality clothing and the freedom to express themselves. SHTOICA is about communicating a sense of self-awareness, confidence and balance.

SHTOICA follows spiritual trends and its artistic research focuses on bringing out the natural luxury that already exists inside of us. The approach is minimalist: we must eliminate the unnecessary in order to make room for the very best and refined.





PRINCE ALBERT II OF MONACO FOUNDATION

In June 2006, HSH Prince Albert II of Monaco decided to establish his Foundation to address our planet's alarming environmental situation. The Prince Albert II of Monaco Foundation is dedicated to the protection of the environment and the promotion of sustainable development on a global scale.

The Foundation supports initiatives of public and private organizations, in the fields of research and studies, technological innovation and socially-aware practices. It focuses on environmental protection, sustainable development, climate change, conservation of endangered species and the promotion of renewable energies as well as biodiversity, etc. The Foundation also supports projects to develop water resource management.

The Foundation actively supports projects in three main geographical areas of the world. The Mediterranean basin is one of the three priority areas due to the geographic position of the Principality of Monaco. The Polar Regions, as they provide a privileged indicator of climate change evolutions. The Least Developed Countries, such as the countries in Sahelian Africa, which are severely impacted by the effects of climate change, the loss of biodiversity and water shortage, are also where the Foundation devotes its efforts in support of their actions towards sustainable development.

There are three principals of action for The Foundation, which are to limit the effects of climate change and promote renewable energies, to safeguard biodiversity and to manage water resources and combat desertification.

The Foundation establishes partnerships in order to carry out projects and implement concrete activities in our priority action areas; raises both the public's and the authorities' awareness of the impact of human activities on the natural environment and to encourage more environmentally-friendly behavior; promotes and encourages outstanding initiatives and innovative solutions by awarding prizes and grants.



