

PRESS RELEASE

Paris, Monday 2nd October, 2023

ORVEDA AND THE AZZEDINE ALAÏA FOUNDATION:
A PARTNERSHIP OF PURPOSE
AND LOVE
TO SUPPORT THE NEXT GENERATION
OF FASHION TALENT

The **Azzedine Alaïa Foundation** is proud to announce it is continuing its educational mission and support for emerging talents with a new partnership with **Orveda**.

Sharing the same passion for self-expression through Fashion that **Orveda** has for self-expression through Beauty, the Foundation finds in **Orveda** an engaged and dedicated ally. As partners they will endeavour to uphold the human need and desire to be oneself and explore creativity.

Together **Orveda** and the **Azzedine Alaïa Foundation** are happy to unveil the name of the young Talent winner of the first edition: **Luke Radloff**, representing the new generation of fashion talent in Africa.



OPENING UP THE FIELD OF POSSIBILITIES

Driven by their desire to support Art and Creativity, Orveda and the Azzedine Alaïa Foundation are committed to a visionary and positive spirit.

Their exceptional partnership will offer two prizes each year, affording two young, under-represented fashion designers, a new space to explore and share their perceptions of Beauty with the world. Each talent will be selected on the basis of their atypical and aspirational profile.

2023's first winner, Luke Radloff was chosen by a jury comprising Carla Sozzani (President of the Azzedine Alaïa Foundation), Olivier Saillard (Director of the Azzedine Alaïa Foundation), Marco Pecorari (Director of the Parsons School in Paris), Sara Sozzani Maino (Brand Ambassador of National Chamber of Italian Fashion and Condé Nast CNCC Creative Advisor) and Nicolas Vu (CEO & Co-Founder of Orveda).

Luke, and all subsequent winners, will be offered a one-month training programme and privileged access to the Foundation's archives. They will also benefit from the support of a reference tutor in collaboration with the Parsons School in Paris.

At the end of their residency at the Azzedine Alaïa Foundation, each selected talent will be asked to create a mini-collection, inspired by Azzedine Alaïa and the Fashion Masters in the Foundation's collection. The collection will be exhibited at the Foundation Azzedine Alaïa, before being presented in the Orveda Maisons around the world.

Carla Sozzani, President of the Azzedine Alaïa Foundation

“Self-taught virtuoso, Azzedine Alaïa never stopped learning throughout his life in an insatiable quest for perfection. Self-improvement governed his research and his work. A great couturier without equal, he traced each pattern himself, cut each model, moulding the shapes during days and nights of working in solitude. Through his Foundation he wanted to share and transmit his knowledge to new generations. The project with Orveda will make one of his dreams come true; today the mission of his Foundation. Luke Radloff perfectly embodies the values and missions of the Foundation: social responsibility and support of the values of craftsmanship ».

Nicolas Vu, CEO & Co-Founder of Orveda

« Science and technology is at the basis of everything we do at Orveda; we are driven by the power of human intuition, creativity and artistic expression. That is why alongside Orveda's cutting-edge technological innovation we are also deeply committed to supporting and working with the Arts. The aim of Orveda's collaboration with the Azzedine Alaïa Foundation is to provide a new arena for underrepresented contemporary creatives to explore and unleash their unique perceptions of luxury and beauty. »

Olivier Saillard, Director of the Azzedine Alaïa Foundation

“Azzedine Alaïa has created heritage collections that illustrate the history of fashion from its birth in the 19th century to the present day. One of the missions of the Foundation that bears his name is to transmit the history of a past, that of couturiers and workshops, through the works presented in exhibitions. The partnership with Orveda will also enable each winning designer to benefit from the knowledge that permeates the immense heritage built up by Azzedine Alaïa. »

Sara Sozzani Maino, Brand Ambassador of the National Chamber of Italian Fashion and Condé Nast CNCC Creative Advisor

« The Alaïa Foundation, among its many activities, has the desire to share and transmit its heritage. Alaïa has always loved and supported the new generation and the project with Orveda is a wonderful initiative that will give a new designer a unique opportunity. The new generation is our future, and we have the responsibility to create opportunities and projects to support them. »

Marco Pecorari, Director of the Parsons School

“The Azzedine Alaïa Foundation is more than a place for preserving memory, it is a living workshop for creative research for future designers. The spaces and the private collection left by Azzedine Alaïa are one of the legacies of the couturier’s heritage; they are a unique resource for the education of future generations of fashion and arts creators. This collaboration with Orveda will strengthen this potential, creating a unique link between the past, present, and future of fashion. »

Luke Radloff, Winner of the Azzedine Alaïa Foundation x Orveda residency programme

« Being given the opportunity to explore the archive of one of history’s greatest couturiers, Azzedine Alaïa, will forever be a highlight of my career. This kind of cross-cultural exchange is so important and the work that the Azzedine Alaïa Foundation and Orveda are doing to further this conversation is commendable and faithful to the missions of the Foundation. I am so excited to interpret the Foundation archives through my own perspective that I call ‘emotional tailoring’ which feels authentic, given Azzedine Alaïa’s sharp and moving body of work. »

ABOUT LUKE RADLOFF

Luke Radloff was born and raised in South Africa where he studied fashion design and worked within the local industry before launching his brand, UNI FORM By Luke Radloff in 2019. By forming a community of like-minded creatives in South Africa, Luke has developed a collection of garments which seeks to build a deeper, more meaningful connection with garment and wearer.

ABOUT UNI FORM BY LUKE RADLOFF

UNI FORM By Luke Radloff combines the contemporary with the familiar, drawing references from its location, Johannesburg, South Africa and translating that into ultra-contemporary silhouettes. Modular, trans-seasonal pieces form the core of the UNI FORM collection which is rooted in quality and garment development. Elevated classics are filtered through the lens of a new South Africa. UNI FORM’s ultimate goal is to transcend outdated notions of what Africa has to offer, and instead to push its design economy to be comparable with that of any major fashion capital. UNI FORM’s methods focus on ‘slow fashion’ manufacturing, handmade items, collaboration and ethical practices as ways to engage and enrich the local community in South Africa.

ABOUT THE AZZEDINE ALAÏA FOUNDATION:

The Azzedine Alaïa Foundation, recognized for its beneficial works by the French Government in February 28, 2020, was set up in 2007 by the French-Tunisian fashion designer. Its aim is to preserve and showcase his work, and to present through exhibitions the works of others that he collected in the fields of Art, Fashion and Design, as well as supporting various cultural and educational activities.

ABOUT ORVEDA:

Founded by legendary beauty industry CEO, Sue Nabi, and visionary entrepreneur, Nicolas Vu, Orveda has one mission: to design the future of skincare. At the forefront of high-end skincare thanks to its high concentrations of active ingredients, it is powered by biotechnology, and promises to never damage the skin, only to strengthen it. “Acting with your skin, not against it”. Green. Clean. Vegan.

The multi-award-winning brand Orveda is a recommended by surgeons and aesthetic doctors for both pre- and post-procedure treatments.