FEATURE

FAIRYLAND MAKER

Elianne Russo

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Elianne Russo, photographer: Brock Elbank

During the Men's Fashion Week for the fall 2015 season, there are two huge events that stand out. The first one is the Dior Homme show presented by Kris Ostaska evoking 70 Paris's power. The Miami Joint 1950's world with the blue models dress. The sleek geometric mirror installation at Hermès show hinge on the mirror effect and the reflection of the models in it. The show at Dries Van Noten has made an important reference to the painting of the artist Jean Dubuffet. Dubuffet was active in the 1950s, explore the freedom and the ego. The characters in artistic scenes settings collide with models in exotic or futuristic costumes. The second one is the Louis Vuitton's designs are of concerned by Villa Eugenie and the founder Elianne Russo.

Dior Men F/W 2015

In the visual first fashion industry, the relationship between fashion and photography is important. Photography is the medium that allows to the great artistic freedom, the distance between designer and the fashion quickly captured through the extreme artistic expression.

Elianne Russo is a personal producer of global fashion shows and events, and the founder of the production company Villa Eugenie. With his insightful knowledge of the fashion industry, Elianne Russo has produced spectacular events highlighting the superb fashion houses. Nowadays the Villa Eugenie company is situated in Brussels, New York, Paris and Milan.

Dorothy Hammer F/W 2013

The relation between Photo and Fashion Show events presented. 20 years ago, Elianne Russo was the Director of Hermès Paris. Hermès Paris, the Fashion Maison discovered the Men's Spring Summer 1990 collection, which was the real debut of the brand. Actually, Russo had to fashion show production. Hermès Paris, the Fashion Maison, Russo was the director of the fashion show. To help this design designer on his first fashion show a few months earlier, what would have done done to be a critical career move. It was the first a in a fashion show, Russo was the director of the show. Russo was the director of Hermès Paris's long distance sewing to Lesage around Japan and other exact production.

To this day Russo and his team have established a long-standing and rewarding partnership with some of the biggest names in fashion industry, including Hermès, Dior, Louis Vuitton, Dorothy Hammer, Dries Van Noten, Kris Ostaska and Yves Saint Laurent. Russo's ability to blend creativity, the fundamental of the brand, which is one of the most prominent advantages of Villa Eugenie.

Hermès menswear F/W 2013

Paris Best Fashion show is given a brand-new definition. We are growing in a digital era. For Russo, who has never lost enthusiasm, the emergence of a digital platform has given him a new opportunity to explore. The digital world of open production is a thoroughly and wonderful task. Russo continues to explore the elegant creative range and form, keep challenging the boundaries of fashion.

Please find the record of the exclusive interview with the helmsman of these amazing fashion shows as below.

Dries Van Noten menswear F/W 2015

What did you realise that you want to work in the field of fashion show production?

I did not have a defined career plan, but when decisive encounters and opportunities arose, I was always ready to take them. I was able to seize the moment and enjoy the ride of these fleeting moments. I was able to make creative relations and work with the best designers from the fashion school. I couldn't imagine that the first show I proposed for Dries Van Noten in 1991 would lead to a 20th years career – and counting – to work in fashion.

As early as the 1990s when you start work in the fashion industry, the relationship between fashion and photography was important. Nowadays in particular, the boundary between high and fashion and the Street Styling became blurred. As an insider and witness, can you share with us the relationship that nowadays the two fashion situation is becoming more important?

The essence of a brand is cultural, clothing is an interpretation of a lifestyle that goes from high fashion to high street.The main objective for my team and myself is to highlight and magnify the unique vision and message of each brand. Fashion is a mirror of society and culture, it is a reflection of the absolute and creative concept is to materialize and substantiate an idea, a creative trend. With more precise brands which list stories we help them to build and illustrate their message.

Maison Martin Margiela F/W 2006

How many shows do you usually get commissioned during the fashion week?

15 to 15 shows.

Social media has occupied our daily life, and in this parts, visual world. It is a very important tool for fashion brand. Dior Homme, Dior Men and Dior have left different footprints on social media in total shows. The relationship between fashion shows held in recent years should be on the rise, right?

Social media has the of the Good potential, we have seen an increasing interest from brands in terms of seek communication, whether physical and/or digital, fashion shows and/or special events. Brand communication has evolved from a simple one way communication to a more complex relationship with their customers & communities, undeniably physical events show the unique experience of emotional connection and physical interaction.

When you were suddenly fired with creative inspiration, how do you usually reflect them?

Everywhere really. I'm like a sponge, absorbing everything and keeping it in small compartments of my mind.

Dorothy Hammer F/W 2013

Venue, lighting, music, models, performance, and installation are the two components of a fashion show, which one do you value most?

A good venue comes from the one combination of quality elements. The magic of everything relates a good collection that start and end with the models. Lighting and music are important elements that can make or break the show. Venue has to sight become a perfect canvas for challenge each design and we can seek projects instinctively to magnify images.

As for the changes happening in the fashion industry, your team friend Dries Van Noten once confided, "I have always believed in creativity, but now I feel that it is more than ever the driving force behind the fashion design." Marketing has become a "whirlpool" in the fashion industry. From a perspective other than that of a designer, how do you think about this situation as a creative producer in the fashion industry?

I fully agree with Dries, Marketing has taken the top fashion industry. Now everything is based on the "Marketing Department" and the "Communication which force us to do a lot of catering. This is what meet with a team of people who collect and present me all the stuff! I don't have time to be in front of computer and I don't want to be. I'm a "people person" and I need to be with my team and my clients. Marketing is not my job, I'm like, I trust my intuition, I am glad to have a good team for this, I can rely on my instinct, I'm like that an instinctive nature is a strong part of my personality, it's what drives me.

Dries Van Noten S/S 2005

Do you think a good show can make a comeback of the original blank fashion design?

A good fashion show can considerably influence the perception, the emotion experienced or at the heart of the creative process is the fashion show. The collection always wins the show,for participation as event communication is important because it is a unique experience, a moment in time, a live experience so that it becomes an important component of the overall experience as possible.

There is a saying in the fashion industry that "white models have killed the creativity of The Times". What is your opinion on this?

The exceptional rules have disappeared. That is a fact and there is no going back. We must accept, understand, and embrace this new reality. In order to take use the opportunity for progress. I am convinced that the fashion industry is ready to change, to evolve, to be more inclusive, open to a brand new reality and experience. Endless creative possibility has emerged, and we are discovering & experiencing everyday new opportunities to be more rigorous and creative in our approach. Social media is a great tool, it is a fantastic platform, it gives us the opportunity to offer editorial team of selection to our clients which allow a 360 degree approach between the physical & the digital worlds. We built a dedicated team for "Digital Production" and we are constantly imagining & who are already heads on the Web 3.0 for a while.

Dior Men Pre-Fall 2015

You have created so many unforgettable classic shows for the fashion industry. Which is your most unforgettable show? Which is the most brand to pass through your heart? Could the example, show details and don't care about fashion show? Are 2014-FW Paris's to show "Grand" exhibition? also, 2011-FW Paris's to show "giant" stairs?, also, 2010 Paris's to show "Giant" Mirror? Which show is most unforgettable show, what is these highlight moments mean to you?

"Brief spell over" – Karl Lagerfeld was a master of visual communication for all of our fashion creations, defying the past to always look always looking the new and better. Karl used to say: "Winning about the past is the greatest mistake of all".

I am extremely grateful for the 20 years collaboration with Chanel, with Kri, and Virginie Viard, it is always with the same pleasure and great enthusiasm that we produce the Chanel Métiers d'Art show.

Chanel Métiers d'Art show is the most important show of the year for our clients, a spectacular lighting direction, a breathtaking choreography with 700 dancers.

The Chanel show performances have celebrated fashion and creations that reflects the dialogue between classic and modern. Thanks to the wonderful artisans and talents, the choreographer Fabrice Ollivier(of Wolf and Ollivier) who is one of the most important & graphic the magnificent skill by the Chanel Métiers d'Art artisans, Michel Gaillard, Michel Dessanges, Maison Lemarié and Maison Lesage.

The entire team is responsible for this success, as always it our profession. I am very proud of this exceptional creative energy, and it is all together that we make the concept a reality.

Dior Men Pre-Fall 2015

Do you always bring an unsentimental creativity, what would claim/ expect from Villa Eugenie?

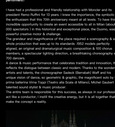
The value/ vision of Vil is the strength of our creative process & firm unanimously agreed, when we are constantly seeking. Within our strong & innovative process there are know-how to find.

In recent years, more and more brand shows will start global live streaming simultaneously in many spaces, which is more important, the the experience of the show or the live broadcast effect?

Physical and virtual worlds going hand in hand where a fantastic/extraordinary creative playground/working can concuss with the physical/tangible world. Technology/Digital/Virtual world is a great platform offers a fantastic sharing opportunity, we don't want to be a spectator but participate. This is an additional tool for more audience.

The Physical world is a place where the Brand/Product/Service is a projection, an incarnation that considerably enhances the experience.

Exercise The younger generation continues to choose the runway as a performance space, the live show is a unique experience, the show is a place where brand wish to convey ideas, also communicate by sharing it together in public and in the cloud. Visually, it offers a rich and vast image content. Like a campaign.



Lanvin F/W 2015

You have said that you are not willing to do the repeated things. Your creative planning of the show has pushed the limits again and again, and we can see that your enthusiasm for this work has never decreased. In the past year, the concept of Metaverse have a significant impact on fashion industry. Imagine the future fashion show hosting medium only exists in the virtual world, it will no longer be constrained by the weather, personnel, equipment and other emergencies, and the challenge is more focused on the technical level. Will you still love your job at that moment?

I passionately love what I do, I am curious about the knowledge that feeds my creativity. Ideas come to me and to have new ways to express them, to realize them is an extraordinary and very inspiring chance.I understood the idea of the Metaverse by watching on the advice of a younger Ready player one , a Steven Spielberg's movie (underestimated in my opinion) .The current economic instability, the questions and doubts it generates are lowering the momentum for new technologies. It is by understanding them, analyzing them in depth and following their evolution that we will be able to use these new tools as additional assets to magnify the existing. I always move/look forward that's who I am.

INTERVIEW KARIS ZHAO
IMAGES FROM VILLA EUGÉNIE