

PRESS RELEASE

Paris, May 2010

CREATE FOR THE PLANETE

« **BE CYCLE & FASHION** »

**12 designers customise 12 bicycles made by Peugeot
To support ACT Responsible association.**



AGATHA RUIZ DE LA PRADA



VELO « FIXED GEAR »



VELO « BE CYCLE & FASHION »



Because now Sustainable development has become a lifestyle and a source of daily inspiration, because beauty and fashion can help spread the word in a very attractive way, several big names in fashion such as Agatha Ruiz de la Prada, Jean-Claude Jitrois, Jerome L'Huillier, Kenzo Takada, Marithe and Francois Girbaud or Antik Batik have kindly agreed to support the operation Be Cycle & Fashion by customizing THE ultimate symbol of environmental responsibility: a bike!

These unique creations conceived and realized by each artist, will be auctioned to benefit the association's ACT Responsible. A special thank to Ylan Anoufa, young French designer, who not only customized one the 12 bikes but also realised the 3 creations of Agatha Ruiz de la Prada, Kenzo and J L'Huillier as the style and project director.

Cult object and symbol of a responsible attitude, cycling made its comeback in many major cities. Very likely, it became the flagship of the new eco-committed generation.

Meanwhile, fashion, luxury and design have established a real dialogue for several years with the creative and sustainable development, turning it more attractive. Therefore it made sense to fashion designers, French and international ones, to participate and customize one of the famous bike "fixed gear" made & provided by Peugeot.

By transforming these twelve bikes into true pieces of art, artists expressed their vision of an ethical fashion, in line with the times, in order to sensitize the public to experience the daily life and sustainable development in a friendly and creative way.

THE « BE CYCLE & FASHION 2010 » DESIGNERS

AGATHA RUIZ DE LA PRADA, godmother of the operation

supports fair trade and many environmental groups.

KENZO TAKADA

A philosophy of eco-responsible life

MARITHE + FRANCOIS GIRBAUD

adopt a philosophy and production focused on sustainable development

JEAN-CLAUDE JITROIS

Commutes only with Vélib' (Paris free bikes) and creates the washable stretch leather

KARIM BONNET

Practice recycling in his collections and directed the film "COTTON TRECK" for the French Railway company SNCF, fond of cotton and fair trade

YLAN ANOUFA

Uses recycled material and paintings in his collections

JEROME L'HUILLIER

An environmentally-responsible creating process

ANTIK BATIK

A sustainable and ethical brand

FRANCOIS DURIS

Colours and materials, Style Responsible PEUGEOT

KAORI ITO

Innovative process of light's dresses integrating LED within natural silk

SWAROVSKI by

Turning fashion alive through the lights of crystal's stones

+ 1 additional designer to be confirmed very soon

This bikes customisation concept has been created by the Press agency IDENIUM and co-produced by ONE HEART CHANNEL a TV channel dedicated to solidarity and environmental causes

For Caroline Saslawsky, founder and President of Idenium, Sylvie Burger, project consultant (SB Conseil) and Anna Neneman, co-founder of OHC: "It appeared obvious to combine our expertise to create a unique event gathering ecology & glamour marrying these two worlds increasing then both values: sustainability and fashion. "

The designers participating to the event all have an eco-responsible attitude on a daily basis. They share the commitment of the ACT Responsible Association, which supports a more responsible communication. With this eco-creative operation that became a reality thanks also to our partner Peugeot, we want to say to all generations that sustainable development, far from being a constraint, can be experienced in a glamorous, trendy and creative way!

Since 2001, the non-profit ACT Responsible association collects international advertising campaigns that promote social and environmental causes. By exhibiting these campaigns to the world, the association seeks to show how the creativity of advertising can be used to help & promote sustainable development issues.

The 12 bikes shows in Cannes Film Festival and Cannes Advertising Festival 2010

Cannes Film Festival is the first step of the bikes exhibitions: a few of them will be officially set at the Stars' SPA in the heart of the Palais des Festivals, and also at the Carlton Art Affair exhibition the whole Cannes film Festival as a preview of these original creations designed by big names in fashion and design.

Second stage, at the Lions (CANNES LIONS OFF), another festival of creation, but this time for advertising, revealing then the entire collection.

As of June 21, 6 bikes will be presented at the ACT Responsible Association annual exhibition to be held in the Palais des Festivals during the whole period. In 2009, this event brought about 10 thousand visitors in five days.

The bikes full collection will then be revealed at the prestigious fashion show ALINE OCHOA couture collection at the Majestic Barrière Hotel terrace on the 24th of June at 7:30 PM to reinforce the link between beauty and ecology. Aline Ochoa philosophy is based on natural beauty of mind and body, and her collection made 100% of silk and mousseline was matching perfectly with the Be cycle & fashion spirit and fashion bike show.

One of the bikes will be won by drawing lots among the Advertising festival attendees (the bike will be provided to the winner only at the end of the full operation)

The bikes will be then exhibited in Paris from July until late September in various locations as COLETTE, LE BON MARCHE, LES GALERIES LAFAYETTES, SOME DESIGNERS KEY BOUTIQUES etc.... and then, within the Paris Fashion Week, the full collection will be starring a private VIP charity event at the PALAIS DE TOKYO and auctioned by Cornette de St Cyr to benefit the Association ACT Responsible.

Many pictures, news and videos from the “making of” will be available on the websites of the organizers and also accessible via the website of Peugeot Partner.
www.act-responsible.org ; www.idenium.com ; www.lachaineducoeur.fr ; www.peugeot.fr

PRESS CONTACT

IDENIUM PRESS OFFICE

Kelly Tourvieille - +33 1 56 21 19 95 - kelly@idenium.com

ONE HEART CHANNEL CONTACT

Anna Neneman - +33 6 50 39 72 53 - anna@oneheartchannel.com



Be cycle & Fashion is sponsored by MOTION NETWORK TELEVISION,



The new pan European movie channel ...to be launched in September 2010.