



# SILMO

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**Alexis MABILLE** is the chairman of the 2024 Silmo d'Or Awards

Hailing from Lyon, Alexis Mabilie has had a passion for fashion since a very early age. He graduated in 1997 from the Chambre Syndicale de la Haute Couture Parisienne before working with the major Parisian fashion houses. In 2005, he created his eponymous brand with the aim of blending clothing tradition, a certain sex appeal and the energy of our time. Upending codes, twisting silhouettes, mixing periods... Alexis Mabilie cultivates a playful spirit to create a light-minded and elegant wardrobe. He has rejuvenated the bow tie, going so far as to make it into his icon, then developed men's and women's ready-to-wear, accessory and tailored collections. He has thus been on the official calendar of Haute Couture since 2021.

Passionate about many different artistic disciplines, Alexis Mabilie couldn't simply settle just for clothing. He quickly moves onto other creative realms, including interior decorating with his office Beau Bow. He brings his conception of the art of living to private apartments, restaurants and other entertainment venues (he recently designed the new décor of Lido in Paris). Since 2021, he has even created limited edition furniture.

For Alexis Mabilie, a person's overall environment is an essential component that influences their well-being. Just as a silhouette should emphasise the body while still being comfortable and just as a space's interior should express the personality of its host while being suited to their lifestyle, a pair of glasses should highlight the character of the person wearing them while being functional and durable. By sharing his design expertise and creative vision with the members of the jury of the 2024 SILMO d'Or awards, he will provide valuable insight into this daily object that only needs to be enhanced by a shape, a material or an innovation.

