



WHITE MIRROR

by Didier Guillon
President & Artistic Director of VALMONT Group

Exhibition from October 1st to 7th, 2019

10:30 am > 20:30 pm

FREE ENTRY

(pre-opening event – Fashion show & cocktail Party October 1st on invitation only)

Tsutaya Book Store – Ginza 6
6 Chrome 10 – Ginza – Chuo City, Tokyo 104-0061



LA MAISON VALMONT GINZA SIX - B1F

PRESS RELEASE

EXHIBITION ORGANIZED BY



IN ASSOCIATION WITH



JOTARO SAITO

An eminent member of the Council for Fashion Designers in Tokyo, Jotaro Saito designs luxurious tailor-made kimonos which reconcile traditional craftsmanship and contemporary fashion. His unique style make him a trusted and respected signature throughout Japan and around the world.

TO THE BENEFIT OF



Fondation Valmont is proud to support Kids Earth Fund, a nonprofit organization which supports disadvantaged children around the world, to help them leave in peace with others and develop a sense of responsibility to our Earth, so that one day, they can all leave in a safe environment where they are free to draw and enjoy all life wonders.

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« **WHITE MIRROR** » **SOURCES OF INSPIRATION**

BY DIDIER GUILLON

In the glimmer of dawn, luminescent forms move across the horizon. Yet they are anonymous, shunned from the world, huddled under a blanket of survival, shrouded in fog, enveloped in obscurity as their only solace. Lost and alone, these abandoned souls wander blindly through the City, the illustrious Promised Land.

The question appears like a mirage: in the urban jungle, is a new horizon of dreams and desires off limits to people from beyond our borders?

"White Mirror" gazes through a two-way mirror to cast light on the darkness. (...) The "masks" fall away and reality emerges from illusion.

With his compelling work "White Mirror", author Didier Guillon starts a meaningful conversation and sparks a debate on the border between art and politics. Using migratory movements to convey the interdependence of the souls drifting through our society, Didier Guillon shows us that there is no clear boundary between the observer and the observed, between lands of exile and lands of welcome.

One day, each one of us will find ourselves on one side of the mirror or the other.

Through the international language of symbolism, Didier Guillon creates a poetic world that challenges us to truly see the humanity of this contemporary geopolitical phenomenon, from an individual or universal perspective. And it gives the suffering of humanity a face imploring us to take another look at life and what it may reveal about ourselves.

Text written by Caroline Spir



"In the forest of mysterious shadows where pretty white lost souls murmur their joys and sorrows."

Didier Guillon

HOW WAS “WHITE MIRROR” CONCEIVED?

Venice. Always, forever.

A city of inspiration, dreams, happiness and visions for Didier Guillon.

The city where art reigns in all flamboyance, free from the world’s chaos and economic concerns.

The city where all artistic expressions are praised for their soul.

The city where *Fondation Valmont* has contributed to the artistic scene with major exhibitions showcased during the two last contemporary Art Biennales.

The city where *Fondation Valmont* has acquired a pure Italian palazzo, *Palazzo Bonvicini*.

The city where the Valmont Group engaged in the fragrance business with *Storie Veneziane*.

The city where this new achievement was born...

Venice.

Venice. 2019.

The first intention of White Mirror was initiated and showcased during the Art Biennale. Baptized “Hansel & Gretel”, the exhibition unveiled Didier Guillon’s latest works, around the concept of a white forest populated with totems in honeycomb cardboard and *papier-mâché* masks. White faces, all identical, staring at the visitor... or maybe not. Their eyes blind to any presence, as a metaphor of loneliness in a crowd.

And this question: are you wearing a mask?



Didier Guillon, *White Mirror*, 2019

Tokyo, New York, Munich. 2019.

Didier Guillon features a second collection of works, deeply influenced by front-page news, geopolitics and sustainability concerns. This new interpretation presents totems in honeycomb cardboard, golden and white *papier-mâché* masks and golden balls... which question visitors:

- Are we lost in the city?
- Are men hiding behind masks?
- Is the human race hiding reality under golden covers?
- Are some men hiding behind golden masks?

This collection of 28 works entirely designed by Didier Guillon will come to life in La Maison Valmont Ginza (Tokyo) beginning of October, before flying to New York (393 NYC Gallery) and landing in La Maison Valmont Munich in November.



***DIDIER GUILLON, ARTIST AND SOUL OF « WHITE
MIRROR »***



Didier Guillon

Neuilly-sur-Seine, France, 1953

President of the Valmont Group

Curator and artist

Didier Guillon descends from a long lineage of major art contributors, throughout history: merchants such as Charles Sedelmeyer, sculptors and art historians as Stanislas Lami. He takes pride in his filiation with emblematic sculptor and Egyptologist Alphonse Lami, whose father François was the illegitimate son of Francesco Borghese... Prince Aldobrandini General and Grand Equerry of Napoleon.

An artist himself, Didier Guillon draws from this phenomenal genealogy his passion for arts, as his profound bond with Italy... more specifically Venice, where he managed the purchase of a piano Nobile at Palazzo Bonvicini for Fondation Valmont.

True to his nature, Didier Guillon exhilarates as he relentlessly works to fine-tune his ideas. Over the last years, he designed multiple works in various media, several dimensions, skillfully combining a wide array of materials. He likes to think of new ways to approach, discuss and appreciate contemporary art.

As a fundamental pillar of the Valmont Group and a passion shared by Sophie and Didier Guillon, Art provides each Maison with a unique dimension. It plays a role in every initiative, complements the most spectacular launches and shines on its own through *Fondation Valmont*.

When Art
meets
Beauty

From the very beginnings of the Group, Didier refused to be quarantined within the borders of cosmetics and thus worked to build bridges with the world of arts. His choice was obviously motivated by personal pleasure, but also acknowledged that nowadays, no company can limit itself to its own microcosm.

He hence developed sponsoring projects, arranged traveling exhibitions in unexpected venues including spas and department stores, organized auctions to benefit humanitarian activities and put together a unique collection of nine works by selected artists celebrating Valmont's 30th anniversary, among other endeavors. The tone was set: Didier the art lover had found the perfect medium of expression.

Fondation Valmont repeatedly distinguishes itself through its international exhibitions, continued involvement in the Venice Biennale, projects blossoming in iconic locations and other exhibitions arranged locally in the Group's subsidiaries.



The Valmont Group dedicates three luxury cosmetics and fragrance brands, with contemporary values where effectiveness, seduction, sensory and olfactory experiences intermingle and combine along with a virtuous passion for art. To bring to light modern-day Venice, Sophie and Didier Guillon have transcribed their Venetian tales, olfactory fables inspired by the creative cauldron of the Venetian lagoon in the latest brand *Storie Veneziane*. They combine and express their favoured fields, art and alchemy. The art of perfumery extolled, mask of Murano glass enthroned and Italian leather in all its beguiling glory.

When *Fondation Valmont* anchors in Venice, Palazzo Bonvicini breathes...

Further to its two exhibitions during the 2015 and 2017 Biennales, *Fondation Valmont* decided to make a deeper commitment to Venice by taking residence in an historic palace, *Palazzo Bonvicini*. Inaugurated in May 2019 with the exhibition "Hansel & Gretel", this jewel brings a significant contribution to the local arts scene.

The residence offers the perfect nest to present exhibitions every year during the Biennale exhibitions of contemporary art and architecture. A genuine Venetian palace in the purest 16th century Renaissance style, *Palazzo Bonvinci* displays authentic refinement. Its crafted walls and ceiling moldings enhance the beauty of the gleaming frescos, while lush terrazzo floors serve as a vibrant tribute to the savoir-faire of the lagoon.



Jotaro Saito

A brand. A culture. A designer.

Heir to generations of kimono dyers, innovators and creators, Jotaro Saito breaks conventions to bring it back to today’s fashion world. As early as his mid-twenties did the fashion designer decide he would make a “cool kimono, which everyone would want to wear”... and introduced unseen fabrics, patterns and accessories.

The insatiable creator took on his motto as he witnessed the decline of kimono wearing during the 20th century, transitioning from a daily apparel to a costume dedicated to tea ceremonial or ikebana rituals. As 21st century slowly acknowledges the rebirth of the garment, Jotaro Saito wants to contribute to this momentum, with designs which subtly combine traditional codes and contemporary features.



Jotaro Saite
AW Collection 2019

He walks away from classic minimalism and floral fabrics, to feature daring combinations of geometric patterns and ancestral drawings.

He adds denim kimonos to his collections.

He digs into a multitude of color schemes.

Seamlessly modern.

Relentlessly creative.

Always beautiful!

A man of happenings, shows and tailor made creations stitched in Kyoto... Jotaro has for the first time decided to settle down and reveal all facets of his creative mind in his flagship store; a genuine laboratory of inspirations, conciliating traditional know-how and modern features, expressing his very signature. Located in Tokyo’s luxury temple Ginza 6, where Valmont also owns its boutique La Maison Valmont, the store pays tribute to the man’s talents.

Haute Couture meets Haute Parfumerie

Partners for the « White Mirror » exhibition, *Fondation Valmont* and Jotaro Saito have agreed to devote their respective talents to **creativity and generosity**... with a series of exclusive and dedicated items, to discover during the exhibition from October 1st to 7th.

Creativity, embodied by dedicated collections by both houses

A unique Limited Edition jewel box...

... a genuine piece of art, born from the exclusive collaboration between the Valmont talents and Jotaro Saito.



The Swiss Group, an acknowledged expert in Swiss cosmetics and high-end Italian's fine fragrances, composes a dedicated set to feature its most emblematic creations: **a collection of Storie Veneziane fragrances** paired with an authentic glass mask blown in Murano, and a gift of **the cosmetic masterpiece L'Elixir des Glaciers**.



The Japanese Designer dresses the jewel box with a delicate, exclusive and precious wrap, featuring a fabric reminiscent of his style... and a tribute to “furoshiki”, the traditional Japanese art of paper folding. A testimony of his unique talent, opening a dialogue between past and present Japanese know-hows.

Hand crafted in a limited quantity for an elite clientele, the set will be sold for **JPY 100'000** during the inauguration cocktail of the White Mirror exhibition on October 1st and during the week of the exhibition.

Happy purchasers will have the privilege to choose their favorite among the Storie Veneziane fragrances, to be placed in their luxurious set.

An exclusive collection of 5 kimonos.

Spectacular.

Multi-acclaimed fashion designer Jotaro Saito conceives a dedicated **collection of 5 hand-made kimonos**... **as a tribute to Storie Veneziane fragrances** and their emblematic color codes.

Presented during two intimate shows on October 1st among figures of the “White Mirror” exhibition, the kimonos will interpret the hues and olfactory tales told by each Storie Veneziane fragrance...

Verde Erba I depicts in a spring bouquet Venice's discreet Pontile Sant'Elena area... a crisp of floral fresh air, embodied by deep seductive green. Dressed in mauve, the emblematic aldehyde floral **Alessandrite I** reveals a tale inspired by the Arsenale... city's nest for contemporary art. Opulent... **Rosso I** conveys the nobleness of red hues, transcending the San Francesco della Vigna cloister in a floral oriental fragrance. The distinctive **Gaggia Medio I** enhances amber's sensuality in an orange elegance... as a tribute to Dorsoduro's stones. Addictive and obsessive, **Blu Cobalto I** confides the baroque style featured in Campo San Moise enigmatic area.



GENEROSITY, AS FONDATION VALMONT ELECTS KIDS EARTH FUND AS ITS CHARITY FAVORED PARTNER

“Kids helping Kids”

Founded in 1988 in Tokyo by Harumi Torii, Kids Earth Fund donates **art supplies, picture books and more donations** for children who suffer from the results of wars, poverty or environment contamination. The mission behind this engagement is to give **hope, warmth and encourage** children to build a new world, where they and all future generations will be happy.

The organization supports children’s mental health through art: provided with dedicated supplies, they are invited to draw their inner feelings thanks to the use of many colors. Art workshops are held in Croatia, Vietnam, Cambodia, New York after 9/11, Afghanistan, disastereed areas caused by Indian Ocean Tsunami and many more. In Japan, Kids Earth Fund held workshops countless times at pediatric wards and orphanage.

The organization has held exhibitions of children’s art in such major centers as Pompidou Center in Paris, OMC Headquarters in Geneva, the Pushkin Museum in Moscow and the World Trade Center in Boston. A selection of children’s paintings are reproduced with the assistance of corporate sponsorships to create marketable products such as calendars, wrapping paper, greeting cards, logo stickers and many more.

All profits are returned to children in need, as per the slogan “Kids Helping Kids”. The art created displays a purity and simplicity only children can visualize, opens opportunities and spreads a circle of kind hearts.

Both parties associated for the exhibition will consent to exceptional donations, embodied by:

The auction sale of one of the **kimonos** handcrafted by **Jotaro Saito**

The sale of **Jotaro x Valmont jewel sets**, during the opening cocktail and onwards at La Maison Valmont and Jotaro Saito store in Ginza 6 from October 1st to 7th; the set retails for **100’000yen**, out of which **50% of the value of each set will be donated to Kids Earth Fund.**

The donation of **500yen** made by **Valmont for the sale of any Storie Veneziane fragrance or L’Elixir des Glaciers product**, from October 1st to 7th.

Aimed at supporting the international activities of Kids Earth Fund, direct donations will also be made possible for guests of the different events.

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#whitemirror2019 #fondationvalmont #valmontjapan

PRESS CONTACT

Vision A5

info@vision-a.com



LA MAISON VALMONT GINZA SIX - FLOOR B1


VALMONT

L'ELIXIR
DES GLACIERS

STORIE
VENEZIANE