



SILMO

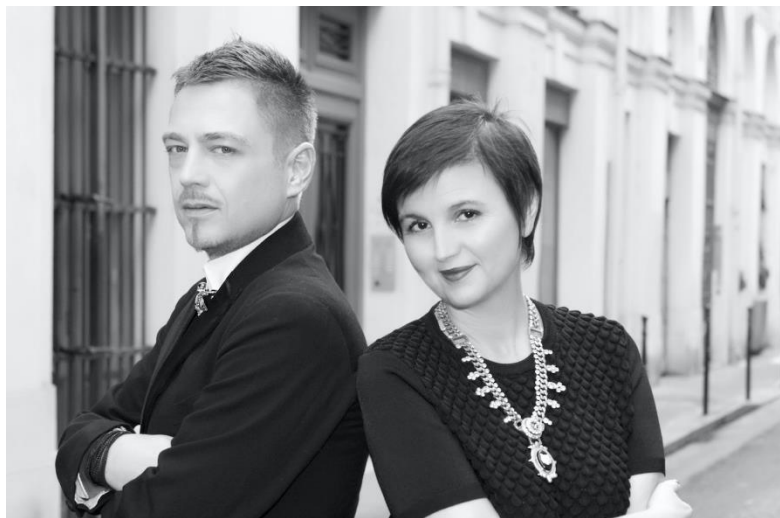
Paris

THE OPTICAL FAIR

#silmo50

**ON AURA TOUT VU :
two presidents of the prestigious judging panel
for the special jubilee edition of the Silmo d'Or awards**

An exceptional edition merits an exceptional event: Silmo's 50th anniversary will see a unique Silmo d'Or awards ceremony. The panel of judges will be chaired by a duo of designers - Livia Stoianova and Yassen Samouilov, who head the ON AURA TOUT VU fashion house.



The designs created by ON AURA TOUT VU reflect the free-spirited nature of Livia Stoianova and Yassen Samouilov, who like to innovate and blend ancestral know-how, sophisticated design and precious materials... with a dash of humour thrown in! They love to distort fashion and glamour, garments and accessories, along with everyday items... setting out to surprise and "re-dress" the era in which they live. All their lines and collections are in the same unconventional creative vein. Their exhilarating ingenuity and desire to play with materials, light and colours blur the lines between what is real and false. They harness

the exceptional talents of the best artisans and artistic professions to ensure the creation of unique and always surprising products with a “couture” ethos.

To be more in tune with this creative yet fashion-based dimension, the Silmo D'Or optical frames and sunglasses categories will be split into two: OPTICAL FRAMES - FASHION and OPTICAL FRAMES - DESIGN, SUNGLASSES - FASHION AND SUNGLASSES - DESIGN. They will be included within the usual categories that cover the whole spectrum of the industry's talents: VISION, LOW VISION, EQUIPMENT, SPORT, CHILDREN AND TECHNOLOGICAL INNOVATION.

ON AURA TOUT VU, a narrative of high fashion

Founded in 1995 by André de Sà pessoa, Livia Stoianova and Yassen Samouilov, ASP designs and creates accessories, embroidery, buttons and decorative items for haute couture fashion houses (Christian Lacroix, Christian Dior, Givenchy) and luxury ready-to-wear brands (Yves Saint Laurent, Guy Laroche, Paco Rabanne, Nina Ricci, Rochas, John Galiano, Garella group, Georges Rech).

Three years after its creation, the company was renamed ON AURA TOUT VU when the concept store “You think you’ve seen it all space” opened, showcasing works co-designed by the founders and contemporary international artists. A debut collection of accessories, jewellery and leather goods was launched, followed by a ready-to-wear collection in 2003.

Since July 2004, ON AURA TOUT VU has presented its collections as a ‘guest member’ of the Fédération de la Haute Couture et de la Mode (the former Chambre Syndicale de la Haute Couture). Still just as passionate about accessories, in March the house’s designers signed a licence agreement with the glove maker, Georges Morand, for the design, production and distribution of gloves in France and abroad. With the house itself holding the Moulin Rouge brand licence, the glove maker plans to produce a line of gloves called Moulin Rouge by On Aura Tout Vu.

www.onauratoutvu.com