

Olivier Guillemin

Born in Paris, France, in 1961

Fashion designer & art director

Chairman of the Comité Français de la Couleur -

www.comitefrançaisdelacouleur.com

Founder and associate manager of [o,o] agency - www.ooparis.fr



Since his training at the **Studio Berçot** in 1979, **Olivier Guillemin** has been methodically exploring the fashion world.

He first worked as an assistant to **Thierry Mugler** and **Azzedine Alaïa**, he was the first to win the **ANDAM** award in 1989.

He then decided to create his own brand and market it internationally which was a success from 1989 to 1997, making headlines with his spectacular shows of futuristic fun fashion presented in unexpected surroundings.

As well as developing his own brand, he worked as an expert consultant for big textile brands and fairs such as **Première Vision** and **Intersélection** and designed ready-to-wear fashion and lines under licence for **Paco Rabanne** (1991-93).

Keenly interested in fashion, beauty care and cosmetics, he has been artistic adviser for **SHISEIDO** in Japan since 2000, especially for its new brand **MAQUILLAGE**.

His experience, spirit of initiative and international reputation led to his election in 1993 as chairman of the **Comité Français de la Couleur**.

Under his guidance, the **CFC** has broadened its action from fashion and textile to new fields such as gastronomy, interior design and architecture and cosmetics.

Representing France in the international association **Intercolor**, the **Comité Français de la Couleur** presents two highly influential ranges a year plotting the major colour trends of the future.

The association also organises exhibitions, lectures and conferences for professionals, or exhibitions and events for the general public. Thus, the **Colour Circuit (Parcours de la Couleur)** organised with the support of the **City of Paris** brought together over 60 venues and partners in the capital in 2004 and was a great success with the public and the media.

Olivier Guillemin's extensive experience led to his appointment as one of the main members of the **Conseil des Métiers d'Art** at the **Ministry of Culture and Communication**, where he set up and chaired the **Innovation Committee**.

These activities earned him the high distinction of **Chevalier de l'Ordre des Arts et des Lettres** presented by the Minister of Culture on 12 July 2002.

Olivier Guillemin's fashion expertise & creative prospective approach led him to become the Artistic Director and trend expert for the **FASHION ACCESS & MM&T** in Hong-Kong for **CMP ASIA**, since 2006.

In 2001 he went into partnership with **Olivier Védrine** to open **[o,o]**, an agency with a high impact in sectors as varied as home decoration, fashion, textiles, and beauty care, which set about reinventing the codes of luxury and fashion.

Today, **[o,o]'s** style is to be found in furniture, boutique and space design, scenography and art direction for luxury brands (**Veuve Clicquot Ponsardin, Aqua di Parma, Renaud Pellegrino, Dior, Cacharel, Swarovski, Lee Cooper ...**), trade fairs (**Fashion Access** and **MM&T** in Hong-Kong) or institutions (**Fédération Française des Dentelles et Broderies, Ministère de la Culture et de la Communication, Manufacture Nationale de Céramique de Sèvres, ...**) in France and abroad.