

Jelenew, Chanel, Fendi, Saint Laurent, Gucci, and other brands gathered at the amfAR charity show in Cannes

Jelenew x Stephane Rolland haute couture cycling pants dress "dark cycling bride" is eye-catching



JELENEW
x
amfAR Gala
x
Stéphane Rolland



Cannes, Alpes-Maritimes Jun 3, 2022 (Issuewire.com) - On the evening of May 26, the most influential fashion event of the Cannes Film Festival, the amfAR charity dinner, attracted the participation of many international celebrities and luxury brands such as Chanel, Armani, LV, Gucci, Dior, Givenchy, and Saint Laurent. The American cycling brand Jelenew made its debut in Cannes and amfAR Cannes. Jelenew, as the only sports brand in the audience, walked on the same stage with international luxury brands, bringing a fashionable feast to the guests present.

Jelenew x Stéphane x amfAR Gala Cannes

As one of the most important charity dinners in the fashion industry, amfAR is quite appealing, and this year's amfAR Gala still gathers big names. Celebrities such as Christina Aguilera, Nina Dobrev, Nabilla Benattia, Vanessa Hudgens, Eva Longoria, Joan Smalls, Coco Rocha, and many more attended the event to do their part for charity.

From left to right: Nicole Ari Parker & Boris Kodjoe, Kat Graham, Martin Ngongo, Jelenew Creative Director Di Liu, Schanel Bakkouche on the 28th amfAR Gala Cannes

In the highlight of the event, the catwalk of top luxury brands and top luxury brands such as Chanel, Armani, LV, Gucci, Dior, Givenchy, Saint Laurent, and American cycling brand Jelenew joined hands with haute couture fashion Stephane Rolland to participate in the catwalk.

Jelenew and Stephane Rolland cooperated with the theme of this amfAR Cannes dinner, "Let's get married," and created the cycling pants-haute couture dress, a "dark cycling bride" dress look with a pioneering sense of the times. Inspired by the golden age of the 17th century in Spain, the collaboration features a black dress by Mr. Stéphane Rolland based on the paintings of Goya and Velasquez, a large black tunic with moiré stripes. The sleeves are embroidered with Art Deco crystals. Jelenew is inspired by the "Goddess of Victory" in the Louvre Museum, combined with the inspiration from the Spanish 17th-century noble knight pants, to create a pair of high-definition cycling pants with a sense of avant-garde in the women's era. Stéphane Rolland adds couture luxury to Jelenew's perfect ergonomics, A legging covered with 18K gold makes a model for sports: elegant, refined, hyper glamorous, even sexy. The independent and confident "dark cycling bride." This ingenious cycling pants-dress new look made an indelible impression on all those lucky enough to see it.

amfAR specially wrote on Instagram: "Thank you to the team at Jelenew for designing a one-of-a-kind wedding look." It is reported that Jelenew x Stephane Rolland's cycling pants dress was auctioned at the dinner to support the anti-AIDS career, and subsequent winners will arrange for him to be exhibited in the museum together with other works photographed together.

About JELENEW

Jelenew is an American avant-garde cycling brand born for women. It creates the first cycling pants truly made for women in the world. It brings the groundbreaking combination of "Haute Couture and Sportswear" and carefully designs each product with "luxury moulage technique" to provide a more refined sports experience and promote a healthy lifestyle for cyclists to enjoy elegant and stylish suburban cycling.

About amfAR and amfAR Gala

amfAR, The Foundation for AIDS Research, is one of the world's leading nonprofit organizations dedicated to the support of AIDS research, HIV prevention, treatment education, and advocacy. Since 1985, amfAR has invested nearly \$617 million in its programs and has awarded more than 3,500 grants to research teams worldwide.

Celebrities frequently donate items to be auctioned off for the foundation. Past donors have included Uma Thurman, Karlie Kloss, and Milla Jovovich. The 25th annual gala embraced the #MeToo movement. 25 prominent women chaired it on stage and screen, namely: Alessandra Ambrosio, Poppy Delevigne, Linda Evangelista, Sylvia Fendi, Aileen Getty, Kate Hudson, Scarlett Johansson, Milla Jovovich, Heidi Klum, Daphna Krim (daughter of Mathilde Krim), Karolina Kurkova, Sienna Miller, Angela Missoni, Mary Parent, Katy Perry, Natasha Poly, Aishwarya Rai, Vanessa Redgrave, Joely Richardson, Carine Roitfeld, Caroline Scheufele, Irina Shayk, Lara Stone, Donatella Versace, and Michelle Yeoh. Past items auctioned have included numerous photographs by Andy Warhol, Annie Leibovitz portrait sessions, stays in fashion moguls and celebrity houses, and 53-karat diamond jewelry. Heidi Klum notably donated her Bentley S3 convertible to garner one of the highest bids at €200,000.



Media Contact

jelenew

gibranfermat@gmail.com

Source : Jelenew

[See on IssueWire](#)