

Beat: Vips

## **Exhibition - VIDE TON SAC - at ROYAL MONCEAU RAFFLES PARIS By Fred ALLARD**

**During Fashion Week Up to November 20**

PARIS, 30.09.2017, 08:16 Time

**USPA NEWS** - During this Fashion Week, Fred Allard is settling in at Le Royal Monceau-Raffles Paris for his 'Vide Ton Sac' Exhibition (Empty Your Bag Exhibition). From September 28th until November 20th, Guests and Strangers will get a Chance to see a Dozen of Allard's Paintings from Various Collections and about Forty Bags that he specially Crafted for the Hotel.

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Fred Allard is a Sculptor and Artist from Nice and actually emerging in the International Contemporary Art Scene. His Sculptures are a Combination of Street Style and Luxury, with Vibrant Colors Crystallized by Hand in a Translucent Material. The Expressive Aesthetics of his Work are about the Balance between Container and Content, Redefining the Modern Purse. Fueled by Themes of Conspicuous Consumption, Luxury Brands, and Constructed Identities, the Artist casts High Fashion Shopping Bags filled with Soda Cans and Bottles in Resin. Influenced by "80s and "90s American Pop Culture and Cosmopolitan European Cities, Fred Allard's World is one in which Brand dominates Product and Image Matters Most.

Source : Vernissage @ Art District et Galerie Transversale - Le Royal Monceau Raffles Paris, on September 28, 2017

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### **Article online:**

<https://www.uspa24.com/bericht-12085/exhibition-vide-ton-sac-at-royal-monceau-raffles-paris-by-fred-allard.html>

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