

The Thinking Watermill Society | March/2021

# Interview With Mr Henri Joli

(International Artistic Consultant, Expert in  
Fashion, Public Relations and Global Development)

Author: Maria Angela Maina

(Researcher at The Thinking Watermill Society)



# Introduction

Rarely do we encounter the opportunity to get into the mind of a fashion genius. In this interview, **The Thinking Watermill Society** gets to question **Mr Henri Joli of Henri Joli Partners Ltd** on his vast and rich experience in the global Haute Couture fashion industry.

The aim of this interview is to bring out the important role that discussions with highly-experienced individuals play in realizing our personal and global development goals. In this interview, Mr Henri Joli also aims to inspire young fashion designers to pursue their passion unceasingly.



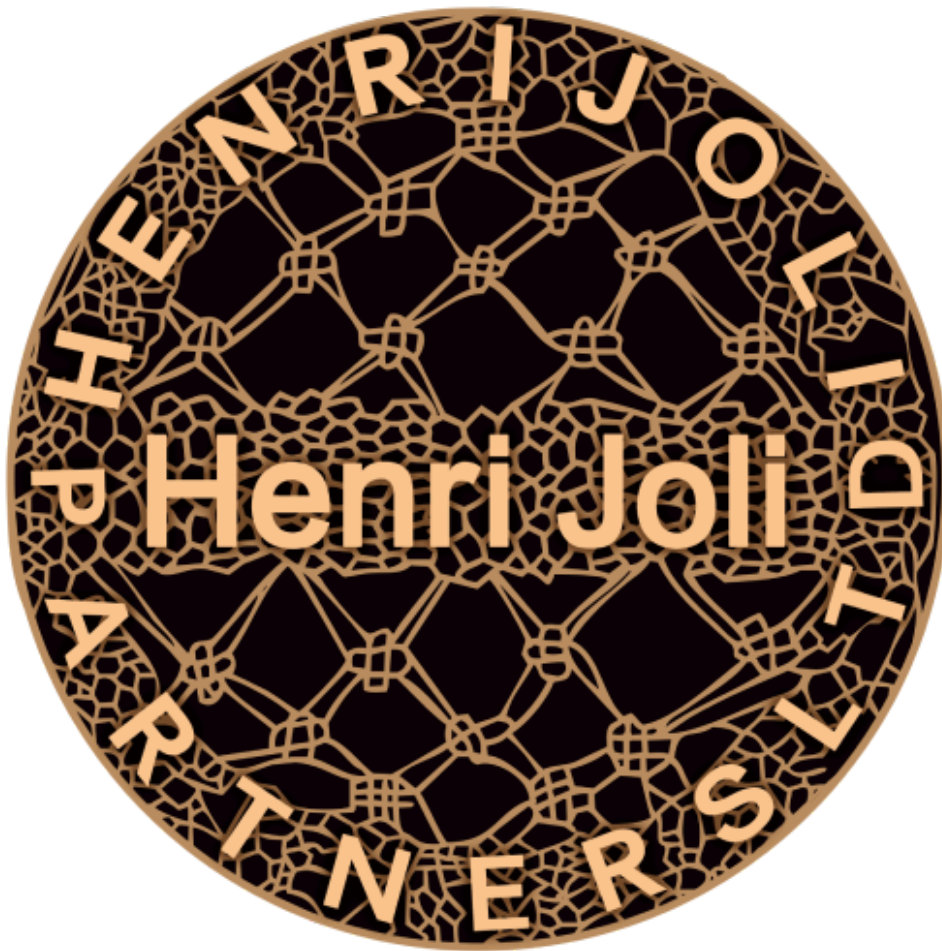
1. You are a well-seasoned and multi-faceted fashion expert. Do you mind telling us about who you are and what you do?



**Henri Joli of *Henri Joli Partners Ltd*** is an International Artistic Consultant, expert in fashion, public relations and global development- a multi-faceted company. My company is recognized for my leading role and leadership in Haute Couture Houses.

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I was beside the French Haute Couture Fashion Designer “**Jean-Paul Gaultier**” for more than 20 years and close to him and to many fashion designers where I participated and organized some of the largest events. I built a strong and significant reputation in this area. In 2006, I launched my **Maison de Haute Couture** with a young Couturier for the Atelier for the past 12 years. Our House has been recognized by all international media for her exceptional skills, talents and achievements over the years.



2. What cultivated your outstanding passion for fashion?

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I think it's innate and I had this great opportunity to meet **Jean-Paul Gaultier** in





February 1986, which only strengthened my passion for fashion.

3. You worked with Jean-Paul Gaultier for more than 20 years. What is the most valuable lesson you learnt during your time with him?



There you touch a very sensitive point! **Jean-Paul Gaultier** is a God to me. Personally, he is everything that belongs to me and above all my **MENTOR**. I owe him everything, he is an exceptional man that we meet rarely in life.

4. What was the key motivating factor behind opening Henri Joli Partners Limited?



That's a very good question. I had just separated from my former business partner and I thought it was time for me to bring my knowledge to people who want to learn from my strong background into luxury. I had studied the Chinese market and saw that there was a real demand there. My first company was opened in Hong Kong in September 2018 and the second one in Shanghai in September 2019.



5. I greatly admire your work with various Chinese and Parisian fashion groups. What principles do you follow that allow you to seamlessly work with people of different cultures and ethnicities in your consultancy firm?

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Already my clientele is very selected because my image is based on the High Range. So, when I am contacted, in general, it is to give particular advice on a luxurious image. It could be corporations, as well as people in the private sector. I usually organize an interview and from there I see what my clients expect from me. It's not always successful because often these clients want to reach a goal without making an effort and, in these cases, they do not pursue my advice. One must be patient, disciplined and have confidence in the skills they bring to the table.

6. You have a keen eye for detecting trends. One trend on the rise is that consumers are becoming increasingly aware of where their clothes are from and how they are made. With that, is the high fashion industry concerned with green consumerism?

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The craftsmanship from which Haute Couture comes from is not at all dangerous. This is a field where sustainable fashion will give better lessons to the fashion world since they can demonstrate, by their know-how, what will have to be used as a natural base and enrich it to ultimately have an exceptional end-product. You only have to lean towards a certain French Master of Art, such as **Franck Sorbier**, who holds the key to sustainable fashion in Haute Couture.



7. What is your personal view on the increasing popularity of sustainable and ethical fashion?

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It's fantastic that the fashion world cares about this halibut! It is an awareness that the planet is going very bad and it must be preserved at all costs with its natural resources using innovative products.

8. In a December 2020 interview, Naomi Campbell points out that African fashion is on the rise. Do you agree with her sentiments? Is African fashion the new frontier of the industry?

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This is what we all wanted because Africa has all the natural resources necessary for sustainable fashion and also has a ***rich culture!***



9. Technology now permeates our everyday lives. It is also seen in the fashion industry to help facilitate production processes. Have you encountered this mesh of technology and fashion? What are your thoughts on the same?

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In a certain sense, it is very good that this technology brings a certain revolution in production. However, in another sense, it is essential to keep the human hand. Technology can progress on essential bases but the finishing must remain human because ***nothing will replace the hand of a couturier in the moulding of his creation.***

10. Does the presence of Artificial Intelligence, Blockchain technology and Smart Fabrics disrupt the fashion industry?

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Yes and no. It all depends on what you are looking for in a creation. We must not systematically reject what innovation wants to show us! Personally, it can be interesting. One must simply ***know how to measure your needs.***

Thank you for your cooperation on behalf of The Thinking Watermill Society. All the best in your current and future endeavours, Mr Henri Joli.





*I would like to say to people, open your eyes and find beauty where you normally don't expect it.*  
**-Jean-Paul Gaultier.**

# Learn more about Henri Joli

[VISIT HENRI JOLI PARTNERS LTD 震旦](#)



# About The Thinking Watermill Society

The Thinking Watermill Society is a non-profit organization. In particular, it promotes the debate and exchange of ideas among its members regarding the changes underway in the economic, cultural and social landscape, together with the analysis of the consequences that said changes entail, so as to identify the possible opportunities of economic, cultural and social growth related to said changes.

Our headquarters are in Rome, Italy.

## Get Involved



"Ideas are what make us human. Ideas do not get handed to us by elites, the rich or the powerful. Ideas are not bounded by colour, race, gender or religion."

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