



## PROVENCE PROMOTION

Cité Euroméditerranéenne  
de la Mode

### 4th Meeting of the Euromediterranean City of Fashion... shortly

#### “Parade into the future! ”

Fashion is in the spotlight on November 19! - at the 4th Meeting of the Euromediterranean City of Fashion that will be held in the Palais de la Bourse for the opening of the Mediterranean economy week.

Valérie Melin, General Secretary of the City, tells us about the day's exceptional program and puts tomorrow's challenges into perspective, under the symbol of the Mediterranean Arc.

#### > 4 years old and already looking to the future!

The 4th Meeting marks a new step for the Euromediterranean City of Fashion. The objectives fixed when the project was initiated have now been reached, particularly with seven partner countries and an organization based on four strong clusters on which Fashion is built: creation, enterprise, training and multimedia.

Therefore, the 4th Meeting provides an opportunity to look towards the future and initiate a study on prospects for development of the city and its new partnerships.

#### > A program in the spotlight...

This meeting will clearly inform professionals in the industry that the City of Fashion is growing, continuously accepting new members, and that it welcomes two new partner countries, namely Greece and Egypt.

A space will also be set aside for presentation of the project to set-up a show-room for bespoke workers in the future Euro-med Centre. Finally, we are emphasizing our priority on innovation, particularly including a demonstration of the Virtual Trends Office, an online tool to enable brand names and young creators to work on trends.

Dominique Bluzet, the director of the Gymnase theatre in Marseille and the Jeu de Paume theatre in Aix-en-Provence will help to assure a spectacular presentation, content and form of the 4th edition of this show.

#### > A wonderful finale ...

The closing event of the day will be wonderful! – hosted by Inès de la Fressange who has been invited to share her vision of the fashion world, and Maryline Bellieud-Vigouroux who initiated the City and is continuing to develop it as advisor to the Presidents. Obviously, throughout this fourth meeting, we will also emphasize the importance and the need to have strong partnerships, like that between ourselves and Provence Promotion, to develop the City and to build up a long future for it, always in the spotlight!

#### For further information

- The Cité Euroméditerranéenne de la Mode site:  
<http://www.citemedmode.com>.

- Download the program for the 4th meeting of the City:  
link with “CEM Programme.pdf” PDF file

- Read the interview with Maryline Bellieud-Vigouroux published on [investinprovence.com](http://investinprovence.com) at the time of the first Euroméditerranée Summer Fashion University - June 29 & 30 2007 - Marseille  
<http://www.investinprovence.com/download//cemfr.pdf>

- Discover the Trends Virtual Office  
<http://www2.citemedmode.com/les-actions-creation/le-bureau-virtuel-de-tendances.html#>