



# PROVENCE PROMOTION

## 5th Fashion meetings coming shortly

### > Marseille is in the running!

Robert Maury: It is essential to emphasize the vitality of the companies that now make up the fashion industry in our region ... and to go beyond some preconceptions about this activity. The fact that France has suffered severely from delocalisation to other countries, that the leadership is now in the hands of cities like Paris, Milan, Turin... does not mean that our region does not have its part to play. Quite the contrary! Marseille has an ancient know how and is shaping its future into this very competitive universe step by step. The region already has a very dense and real fabric of very small to medium sized companies that form the skeleton of this industry. There are 11 000 companies employing 25 000 persons, which earned 5 billion Euros in sales 2007, illustrating the potential and also the endurance of the region. Almost half of our companies are more than 40 years old! Therefore, they have passed through the oil crisis and found solutions to the lifting of quotas that enabled the emergence of textile giants such as China and India.



**Robert Maury -  
Directeur Général de Provence-Promotion**

### > Mod'n'Med trend...

Catherine Serre: Absolutely, companies adapt by developing know how, technicity and creativity, that in turn generate a hybrid style, strongly influenced by their Mediterranean identity. Creators and groups like Didier Parakian, Garella, Madame Zaza of Marseille, Poivre Blanc, Sugar, Hom, Kulte, Inari, etc. each express a very personal aspect of Made in Provence fashion that reveals its strength, in finding very specific niche markets such as fashion for the overweight, ethnic groups, tribes (surfers, etc.) or simply "Made in Marseille". This multi-source and yet singular creativity sets the tone for the entire industry that is well positioned and recognized in the fashion universe. This perception of the market also distinguishes it from other French regions such as Rhône-Alpes that is concentrating on the development of smart fabrics, and the North that specialises in mail order distribution.

### > United colours of coordination

Catherine Serre: The Fashion & Clothing industry includes many companies in the region and has organised itself through the participation of many institutional partners:

- the Chambre Syndicale de l'Habillement (Clothing Association),
- the IFTH (French Institute of Textiles and Clothing),
- the Cité Européenne de la Mode (European Fashion City),
- the institut Mode Méditerranée (Mediterranean Fashion Institute),
- Forthac – Fortexha (finances training of employees and young people).

The PRIDES (Regional Joint Innovation and Economic Development Cluster) label awarded to the Fashion ICI (Innovation, Creation, Industry) by the Provence-Alpes-Côte d'Azur region on July 4 2008 recognised the organisational efforts of the industry and made its ambitions evident.

Robert Maury: All these companies confined within the region provide this industry with a sufficiently large influence to play a pivotal role around the entire periphery of the Mediterranean. A very legitimate place for this Fashion and clothing industry that has never stopped in the past (and has not stopped now) weaving links with Egypt, Morocco, Tunisia, Turkey, Lebanon, nourishing the will to work together, to exchange ideas and products. The Sourcing Mission in Morocco - planned for April 9 and 10 2009 partly with the objective of evaluating the potential for a partnership with manufacturers in Casablanca, is another sign of this coordinating will.

For more information:

<http://www.citemedmode.com/>

The Euromediterranean Fashion City

<http://www.espacemodemediterranee.com/>

The Mediterranean Fashion Institute

<http://www.citemedmode.com/BVT/>

The Virtual Trends Office



### > Talent fashion show!

Catherine Serre: The future vocation of the industry is to play a leading role around the Mediterranean basin and to make its ambitions known. This is the reason for this will to host events on the subject, to organise show rooms... This is why the 5th Fashion Meetings will be organised by the Cité Euroméditerranéenne de la Mode (Euromediterranean Fashion City) based on the theme: "Fashion, booster of the Franco-Mediterranean economy". In creating this favourable context, effervescent with discussions and projects, we will be able to invite more and more creators and fashion designers who will form part of the industry and continue the work of blending different cultures, so symbolic of our Mediterranean fashion.

### > A platform for a podium !...

Robert Maury: But take care! The industry can only survive if it includes all trades and activities in the chain, from design to final distribution. This is why the services and logistics platform dedicated to exchanges between textile industries is essential. Beyond combining Marseille's strategic position as the crossroads for multi-mode exchanges and its importance in the textile industry, we need to set up services to support companies and to share efforts. Once again, federating energies to pull in the same direction will enable us to get a footing in many fields such as marketing, export, sales...

### > And smart chips!

Robert Maury: And we shouldn't forget new information and communication technologies! Once again, we have set up partnerships with associations such as the SCS cluster, ARCSIS, Medmultimed... and companies such as Tagsys, STiD, Impika, etc. Their special skills in traceability, and more generally in the field of new information and communication technologies, are helping us to develop skills on some very specific points such as creating smart labels to struggle against counterfeit.

### > Marseille 2013 a great opportunity!

Catherine Serre: Finally, in another field, Marseille's nomination as the European capital of culture 2013 will be another asset! It is absolutely consistent with our plans for the industry, it inspires us and reinforces our creative energy ... There is nothing more natural than creating bridges between art and fashion! And there are many projects with this purpose - creating an international competition during the Marseille European Capital of Culture year, starting up a trends office (already in progress)...

#### 3 key figures

2007 sales of the Fashion and Clothing industry in the PACA region:  
4.9 billion Euros, namely 10% of French total sales and 5.2 % of French jobs in the industry.

#### For more information:

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### The 5th Meetings on November 20 2008 in Marseille

The 5th Fashion Meetings will be held in the Bouches-du-Rhône General Council building and will be attended by about 120 Textile-Clothing professionals and students, and journalists from both shores of the Mediterranean. They will provide an opportunity to share thoughts and experience in four debates:

- Summary and prospects of partners of the Euromediterranean Fashion City
- Fashion, booster of the economy: from deluxe to department stores
- Fashion, booster of the economy: development tools and logistics solutions
- Fashion, booster of the economy: what the consumer wants, the will to create new consumption patterns?

Each partner country of the City will also have an opportunity to make its own presentation in these debates.

**Download the program.**

<http://www.citemedmode.com/images/5eme-rencontres/programme.pdf>

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