

They chose Provence Partnership :

American Vintage ; Basic Story; Beny ; Canisse ; Cocomenthe ; Coleen Bow ; Christian Lacroix ; Deeluxe ; Didier Parakian ; Eple & Melk ; Europann ; Evalinka ; Filigrane ; Filles des sables ; Fuego ; Fuegolita ; Gabriel Massol ; Gas ; Groupe ; Garella ; Hany Landers ; Helena Sorel ; Helena Miro ; Hom ; Inari ; Jayko ; JC Création ; Jezequel ; Joe Black ; Kaporal ; Kelmoi ; Kamosutra ; Kulte ; La Compagnie des petits ; LeMarseillais ; Le Temps des Cerises ; Les Olivades ; Les P'tites Bombes ; Les Soleils d'Arles ; Madame Zaza of Marseille ; Manon Martin ; Marvan ; Masahiro / Jérôme ; Megantik ; National Liberty ; NSA Développement ; Old Riveride ; Olly Gan ; Pain de sucre ; Poivre Blanc ; Rivières de Lune ; Rosemarie B ; Sandrine Leonard/Jérôme ; San Marina ; Sessun ; Sugar ; Sun Valley ; Tcheka ; Texto ; Tosca ; Un été en vacances ; Vertiges ; Who...



Eric AMMAR :

President of the PRIDES Ici Mode (Fashion Industry) organization, Vice-President of the local Union pour les entreprises (UPE 13). The PRIDES label – boosting the region's economy, one industry at a time.

Since July 2008, the PRIDES Ici Mode*

label has worked to promote and develop synergies among businesses in the textile-garment industry of the Provence-Alpes-Côte d'Azur region. This organization supports and guides the development of small and medium sized businesses.



Christian LACROIX :

Maison Christian Lacroix: Ambassade du Sud et de la Méditerranée

«Marseille, gateway to the Mediterranean. Marseille's geographical and political positions provide excellent opportunities for «reaching out» to North Africa, and beyond.» The creation of a Mediterranean platform is an excellent way of confronting increasing competition from India and China.



Alteada Public - Photos : Institut Mode Méditerranée - France Hubert / Fotolia - Euroméditerranée / Studio Harcourt - Christian Lacroix / XDR

*Pôle régional d'innovation et de développement économique solidaire, for the Fashion Industry – The PRIDES label designates «Regional Clusters for Innovation and Sustained Economic Development».

Knitting the fabric of success

The fashion-garment-design industry pays tribute to the region's signature colors, shapes and diversity, in a celebration of life, movement and creativity.

CONTACT THE PROVENCE PARTNERSHIP

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PROVENCE PROMOTION

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Inheriting from a past rich in traditions, today's industry embraces the new "high tech" generation and develops solid potential to generate growth and expand into new markets.

A solid business support system

Ici Mode is the regional fashion-garment-design association which brings together all industry businesses and professionals who are driven by dynamic projects to promote any one of four strategic missions: international development, the creation and cultivation of talent, the integration of information and communications technologies and finally the ongoing training and building of professional skills.

Training and research

Supported by the global competitive cluster SCS (Solutions communicantes sécurisées), the region offers a complete range of training and research opportunities for technological developments. In addition, eighteen private and publically funded educational establishments throughout the Provence region provide training for all types of professional and academic degrees in the industry, including Bachelors and Masters programs in the Development of Fashion Goods. These training programs cover all of the industry's activities.

A large network of partners to support your business

Diverse and complementary activities both within the industry and without ensure opportunities for development. The region provides companies in the industry with the service of a special business welcome kit complete with shared tools and a logistics platform.

• The regional Chambre Syndicale de l'Habillement (Garment Trade Union) in Marseille

represents the industry's businesses in Marseille and its surrounding area.

www.professionmode.com

• The Syndicat des Industries de l'Habillement de la Côte d'Azur (Garment Industry Trade Union) in Nice

assumes this same responsibility for businesses in Nice and its surrounding region.

• The Institut Mode Méditerranée (Mediterranean Fashion Institute)

contributes to making the region "fashionable" by supporting the emergence of young designers and the development of new brands.

www.institutmode.org

• The Cité Euroméditerranéenne de la Mode

is developing a transnational Mediterranean industry cluster with partnerships established on both sides of the sea.

www.citemedmode.com

• The Créa-Mode Pass

is an innovative multimedia tool for the fashion design industry.

www.passcreamode.com

• The Système Productif Local (SPL)

Profession Mode organization, certified in 2003 by the DATAR (Délégation à l'Aménagement du Territoire et à l'Action Régionale), develops collective actions in the field of industrial applications.

Supported by the Chambre Syndicale de l'Habillement since 2003, SPL Profession Mode is a business group with two missions: industry networking and innovation. The goals and actions of the SPL Profession Mode support innovation through partnerships with competitive clusters such as SCS and the French Industry Federation for RFID

www.professionmode.com

• FORTHAC

is an OPCA (Organisme Collecteur Paritaire Agréé - Joint Registered Collection Agency). It collects and manages funds for continual professional training and assists companies in their management of jobs and skills.

www.forthac.fr

KEY FIGURES

• France :
200 000 jobs
2500 industry companies with more than 20 employees

• PACA :
11 000 establishments
26 800 employees
including 4,300 in the industry

• €4.3 billion in turnover
Its structure and reputation for innovation confirm the region's high potential for new employment opportunities in the fashion-garment-design industry.

• Bouches-du-Rhône :
Solid and growing wholesale activities representing 60% of the region's wholesale trade (Source: AGAM)
Stronger industrial presence
Significant post-wholesale activities in distribution and retail
€2.1 billion in turnover 40% of regional establishments and 41% of regional employment
Presence of numerous designers renowned throughout the country and the world

Provence Promotion

- The Provence Promotion economic development agency provides free and confidential assistance to new business ventures as well as to French or foreign companies setting up in the region.
- **Pre-setup support** : General information and statistics on the Bouches-du-Rhône economy and region; information on current legislation and regulations, etc.
- **Support for funding** : Support in assembling and finalizing funding applications and fundraising initiatives;
- **Support for recruitment** : Assistance in staff recruitment
- **Support in setting up office** : Assistance for finding business premises or development land
- **Relocation support** : Assistance for your employees as they move into a new environment



At the crossroads of North-South and East-West transit corridors, Marseille and its region offer an intermodal gateway to North European markets as well as to fast-growing markets in Southern Europe and the Mediterranean region.



The Provence Partnership

Top quality infrastructure and conditions for business and networking. Few regions can offer as much as Provence can. Our region excels in technological and industrial business opportunities, with its world-class labor force, research facilities and renowned universities. Provence is a region where ideal living standards meet ideal business conditions. The Provence Partnership will give you the support your business needs to succeed and the support you need to make the most of everything this region has to offer.