

Interview with Maryline Bellieud Vigouroux

"The Maison de la Création will help make Marseilles a metropolis dedicated to young fashion designers"

The Maison de la Création, the design centre for young fashion designers, has just issued a call for entries in seven Mediterranean partner countries for a selection process in which one winner from each country will receive personal support and a study grant of 5,000 Euros. Maryline Bellieud Vigouroux, chairperson of the Cité Euroméditerranéenne de la Mode and the Maison de la Création project carrier tells us more.



Maryline Bellieud Vigouroux,
chairperson of the Cité
Euroméditerranéenne de la Mode

> How did the project first start out?

Maryline Bellieud Vigouroux: On May 13th 2004 in Paris, a college of professionals chaired by the eminent fashion consultant Jean-Jacques Picart had formulated the guidelines for the future "Maison de la Création" (House of Design), a project initiated and carried by the Cité Euroméditerranéenne de la Mode. In July 2006, the college's recommendations were put into action with the setting up of a "Residence 0" lasting 5 days. The residence provided three project carriers, two French and one Lebanese, with a personal training course in culture and economics, including 60 hours of coaching and 20 hours of cultural immersion.

After 3 years' consultation, a meeting took place in Marseilles on June 18 and 19, 2009 that brought together more than 50 celebrities from the Euro-Mediterranean region, all with proven backgrounds in developing and supporting design talent, to set out the Maison de la Création's contents and objectives. Presently founded and operational, the structure will receive -between June and December 2010- the first batch of winners from developing French and Mediterranean fashion start-ups.

> Which countries are involved?

Maryline Bellieud Vigouroux: The Maison de la Création intends hosting the winners from seven countries -France, Italy, Spain, Morocco, Tunisia, Portugal and Lebanon- all linked by a common denominator: an attachment to the Mediterranean stylistic current. This list gradually will be expanded by 2013 to include seven other countries -Algeria, Israel, Egypt, Jordan, Syria, Turkey and Greece- making fourteen in all.

The idea is to encourage recognition of the partner countries and in particular the Maghreb countries - that lag behind the others- in which the development of a creative vision will lead to a more prominent position for their fashion industries.

1/2

> What form will this support for young designers take?

Maryline Bellieud Vigouroux: The aim of the project is to assemble a group of experts from the luxury goods and designer ready-to-wear sectors and the fashion industry (of which more than half of the well-known figures are from Marseilles) who will commit themselves to providing support for the young designers.

Their mission will be to examine the candidates' companies and identify the problem areas, offer advice and develop a network.

The focus will be on subjects related to the design process, production, management, finance, marketing and communication with the aim of finding solutions for each specific case.

> What must the winners undertake to do?

Maryline Bellieud Vigouroux: In addition to the personal support they will receive, the winners will also be given a grant of 5,000 Euros to design a work of art for the Maison de la Création's collection to be included in an exhibition organized as part of the Marseille Provence 2013 celebrations. This project, which is currently being certified, is aimed at supporting the Mediterranean stylistic current and to enhance its standing.

> Has this initiative received backing in government circles?

Maryline Bellieud Vigouroux: It's backed by both the local authorities, which view the Maison de la Création as an asset and a strategic positioning that deserves supporting, and by the State, through its sponsoring by Christine Lagarde, the Finance, Economy and Industry minister and by Frédéric Mitterrand, the Minister of Culture and Communication.

Who and When?

The Group of Experts

- Françoise Montenay, *Chanel*
- Jocelyne Imbert, *designer and luxury accessories project manager*
- Jean-Jacques Picart, *fashion and luxury goods consultant*
- Olivier Saillard, *representative of the Musée de la Mode, Paris*
- Jean-Brice Garella, *Chairman and CEO, Garella Group*
- Michael Azoulay, *Chairman and CEO, American Vintage*
- Emmanuelle François, *Chairwoman and CEO, Sessun*
- Sophie Baron, *lecturer in distribution strategy at the Université de la Méditerranée*
- Representatives from Crédit Agricole, Société Marseillaise de Crédit, Caisse d'Épargne, etc.

Key Dates

- March 26: Closing date for entries.
- End April (date to be confirmed): Jury selects the winner from each country; press conference organized. The jury is made up of the following well-known figures: Babeth Djian, Jean-Jacques Picart, Maryline Bellieud Vigouroux, Jocelyne Imbert, Olivier Saillard, Anne-Sophie Von Claer, Maria Luisa, Patricia Romatet, Pascal Gautrand and Pascale Mussart.
- June thru December: Winners spend one week per month in Marseilles, subject to their schedule and the international fashion calendar.
- December 2010: The event closes with a second press conference during which the results of the winning designers' experience will be assessed. The ties formed between experts and young designers will lead to sponsorships that will ensure that the start-ups continue to receive the 2010 support after edition has ended.

Find out more:

Download the presentation document

http://www.citemedmode.com/pdf/maison-creation/Dossier_MC_Mecenes-UK.pdf

Link to the dedicated page on the Cité Euroméditerranéenne de la Mode website (Fr)

<http://www.citemedmode.com/fr/actions-creation/la-maison-de-la-creation.html>