

Under Le Louvre shortly

A trade show different from all the others!



A new type of show will open its doors in Paris from June 26 to 28 2009. It is organised as a meeting platform around fashion, and its driving principle is to be different from a conventional show in all respects. It is based on a brand new concept mixing fashion, music, cinema, the art of living and festive art... to be seen and tasted...and therefore experienced! Provence Promotion will go ahead of the others with some ideas to try out!

> ULL in the MIX...

The concept of this show is to facilitate meetings around fashion. Its end purposes are not only commercial. On the contrary, they are necessarily far broader: to highlight the potential of everyone, to assemble, innovate and share! Under Le Louvre was created around 150 of the most creative international brands (including Azzaro), and relied on the participation of most cultural enterprises (music, cinema, plastic arts, media, etc.). Under Le Louvre offers a collective and cross-disciplinary approach towards creation.

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For further information

www.underlelouvre.com The Under Le Louvre site

> **Very DID (Diversity, Interactivity and Durability) oriented!**

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> **Ideas about 2013 (and more!) for Marseille ...**

ULL forms a wonderful opportunity for Provence Promotion. Sharing this moment means setting out to find new ways of making fashion more innovative, weaving transverse links within the textile industry and instilling a necessarily more heteroclit spirit into fashion creators.... there are many of them in Marseille, none of them lacking an enterprising spirit. Furthermore, this avant-première visit of Provence Promotion is consistent with the concept of creating a niche show in Marseille in July 2010 combining fashion, decoration, design, art and gastronomy, in partnership with the Euro-méditerranée Fashion City...

A creative project that is naturally consistent with the "Marseille, European Capital of Culture in 2013" project.

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