

APPLICATION FORM

MEDITERRANEAN

FASHION

PRIZE

2016

www.m-mmm.fr

COMPANY NAME _____

BRAND _____

The Maison Méditerranéenne des Métiers de la Mode (MMMM) groups under 1000 m2 different partners from the fashion/luxury sector : a complete postgraduate training from Aix-Marseille University (AMU) with Masters 1&2 as well as a private BA in fashion design & pattern-making, a space dedicated to events and professional skills to support new creative talent.

Since 2010, the MMMM has scouted and favoured the emergence of 44 young fashion and accessories designers issued from the **Mediterranean Fashion Prize (MFP)** competition opened to 19 countries within the Mediterranean, who have been provided each with services valued to 30k€.

The laureates from MFP 2016 will be given an audit by a board of experts who will assess a personalized mentoring program. They will be invited to Marseilles during the Meet'in at Villa Méditerranée from 18th to 22nd may 2016.

Aims : opportunity to meet professional experts (list to follow shortly), participate to a series of Master Classes, set up a mentoring program via e-learning (july-november), present the collections to international buyers, advisers and media, participate to different events (exhibitions, workshops, conferences...) held within #openmymed.

Individual news will be featured on the website www.m-mmm.fr (227 000 visitors/year), different social media (lead by a community of digital influencers) and in the fashion press.

The laureates will be given private visits of the studios from Parisian haute-couture Houses such as Maisons Lesage, Lemarié and Goossens.

Matthieu Gamet

President, Maison Méditerranéenne des Métiers de la Mode

Testimonials

Françoise Montenay

President of the Supervisory Board of Chanel S.A.S, President of the CEW, Former President of the Colbert Committee, MMMM Administrator

Bruno Pavlovsky

President of Chanel's Fashion Activities

«For several years now, we have been active participants in to MMMM mission and the MFP, which has served a lot of objectives. To discover Euro-Mediterranean fashion talents, to share knowledge, train them thanks to lead experts who are close to this generation of entrepreneurs and to convey the demand of our profession. The more fashion abounds with talents, richer it becomes, the MMMM attends the designers in this way.»

Sidney Toledano

CEO of Christian Dior Couture, MMMM Administrator

«The diversity of worldwide cultures makes fashion richer. The Mediterranean plays a key role on the international scene. Between the shores, between the continents, it facilitates knowledge sharing and designs. Christian Dior Couture supports this opening initiative towards young talents.»

List of Laureates

Edition 2010

José Castro, *Spain* / www.castroestudio.com
Eymèle Burgaud, *France* / www.eymele-burgaud.com
Paolo Errico, *Italy* / www.paoloerrico.com
Ronald Abdallah, *Lebanon* / www.ronaldabdala.com
Amina Aagueznay, *Morocco* / www.aminaaagueznay.blogspot.com
Aleksandar Protic, *Portugal* / www.aleksandarprotic.com
Baraa Ben Boubaker, *Tunisia* / www.baraa.com

Edition 2011

Marion Vidal, *France* / www.marionvidal.com
Alla Eizenberg, *Israël* / www.maisonrouge-homme.com
Lara Khoury, *Lebanon* / www.lara-khoury.com
Artsi Ifrach, *Morocco* / www.aminaaagueznay.blogspot.com
Evgenia Tabakova et Pedro Noronha-Feio *Portugal* / www.white-tent.com
Marie Besbes, *Tunisia* / www.mariembesbes.com
Ada Pekin, *Turkey* / www.aidapekin.com

Edition 2012

Bird Song, *France* / www.birdsong.fr
Christina Sfez, *France* / www.christinasfez.com
Sabine Bardon, *France* / www.jayko.fr
Katia Grisanzio, *France* / www.lsonge-bijoux.com
Anthony Songbandhit, *France*
Audrey Benzonana, *France* / www.pimentdemer.com
Marie-Laure Rocca Serra, *France* / www.senzou.fr

Edition 2014

Rayya Morcos, *Lebanon* / www.birdonwireonline.com
Helena Blaunshstein & Philip Blau Tsekhsansky, *Israël* / www.fraublau.com
Katerina Vamvaka, *Greece* / www.gafferandfluf.com
Kamar Hilmi, *Morocco*
Ali Karoui, *Tunisia*, www.karouiluxuryfashion.com
Alix de Moussac & Aurélie Grandemenge, *France* / www.lingerielanouvelle.com
Jorge Lopez & Anna Tomich, *Spain* / www.lotocoho.com
Hande Cokrak, *Turkey* / www.maidinlove.com
Mia Vilardo & Riccardo Polidoro, *Italy* / www.miryaki.com
Zorana janjic, *France* / www.zoranajanjic.com

Edition 2015

Ali Drissi, *Morocco*
Alexia Tronel & Caroline Perdrix, *France* / www.atelierbartavelle.com
Cankes Basak, *Turkey* / www.bashaques.com
Aurélie & Andrea Introzzi, *France* / www.cabeceo.fr
Ronald van Maarschalkerweerd & Carmel Borg, *Malte*, www.charlesandron.com
David Catalàn, *Spain* / www.davidcatalan.es
Hend Gasmi & Cyrine Faillon, *Tunisia* / www.mademoisellehecy.com
Roula Ghalayini, *Lebanon* / www.rulagalayini.com
Catarina Sequeira, *Portugal* / www.saymyname.pt
Zohar blank Kama & Vered Blank Grizim, *Israël* / www.stellaandlori.com

Eligibility conditions

- You live in: Albania, Algeria, Croatia, Cyprus, France, Egypt, Greece, Israel, Italy, Lebanon, Malta, Montenegro, Morocco, Monaco, Portugal, Slovenia, Spain, Tunisia, Turkey.
- Your company should have 2 years existence at least
- English is mandatory: read, written and spoken

DOCUMENTS TO EMAIL

- copy of your ID card or passport
- CV
- presentation file of your 2 latest collections: “Spring/Summer 2016 and Fall/Winter 2016-17”
- visual documents: Look book, photos, CD, press review
- projects and development plan of the company over an 18-month period
- your last financial balance

Only applications fully filled in will be reviewed.

DEADLINE TO APPLY : 26TH FEBRUARY 2016 MIDNIGHT

Please send out your applications by email or via wetransfer to : mfp@m-mmm.fr

CANDIDATES SELECTION FROM 9th TO 21st MARCH 2016

An exceptional jury counting with the presence of key personalities from the fashion industry coming from New York, France, United-Kingdom, Belgium (...)

Votes will be opened to the general public on the website www.notjustalabel.com

9th march : selected profiles will be announced online

21st march : announcement of the 10 laureates

22nd to 28th march : audit by the experts

18th may : installation at Villa Méditerranée

19th may : Master class – meeting with the experts

20th may : Master class – meeting with the experts

21st may : presentation of the collection to international buyers, advisers and media

22nd may : departure to Paris, private visit of Maisons Lesage, Lemarié and Goossens’ studios

23rd may : back to Marseilles

Information to fill in

FAMILY NAME:
FIRST NAME:
BRAND:
YEAR OF CREATION:

Share capital: Legal status:

Head-office address:.....

Phone number:.....

Website:..... Email:.....

Information about your brand development strategy:

BRAND CONCEPT

.....

CREATIVITY

.....

PRODUCTION / TECHNIQUES

.....

COMMUNICATION

.....

DISTRIBUTION

.....

Which reasons motivate your application to the MFP?

- Marseilles
- The euro-mediterranean concept
- The e-learning and coaching program
- The experts' profile

Other

.....
.....

Have you already won a competition or a prize? YES NO

If yes, please indicate the prize name:

.....

If yes, what did you gain from it?

.....

THE PRODUCT – THE COLLECTION

TYPE OF PRODUCTS YOU WOULD SHOW :

- Womenswear
- Menswear
- Accessories, specify.....

➤Origin of the fabrics and materials sourced:

.....
.....

➤Price range :

- Small pieces:
- Medium pieces :
- Large pieces :
- Average margin per piece :

SUPPLY / MARKET :

➤Describe the type of offer you supply :

.....
.....
.....

➤ Target market / customer basis:

.....
.....

PRODUCTION

What are you designing yourself?

Pattern-making Cut Samples Short runs
Up to how many pieces ?

Do you have an integrated workshop? YES NO

Countries of manufacturing

SALES / MARKETING

Please indicate the commercialization of your products

Owned store: YES NO

Please indicate the location, the number of employees, size and rent price (if different from the headquarters):

.....
.....

Distribution IN multi-brand and department stores

YES NO

If yes, could you write the names:

.....
.....

Do you have an e-shop? YES NO

Is your brand sold through other websites? YES NO

Do you sell in trade shows? YES NO

If you do, which ones?

.....

How often? France and/or abroad?

.....

➤ Show-Room :

YES

NO

If yes – please indicate names (city) and seasons

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.....

Other:

.....
.....

FINANCIAL INFORMATION

What is your turnover for 2013 ?

.....

What is your turnover for 2015?

.....

What is your forecasted turnover for 2015?

.....

What is your forecasted turnover for the next 3 years ?

.....

Do you know your needs in working capital?

YES

NO

What approximate value ?.....