

Natalia Bredin

BRANDING AND COLLECTION POSITIONNING - EXPERT 2016



As a designer and creative director, she created with François Dagneau Jacquey, historian and professor of history, the style and independent consulting agency TRENDIS, which specialises in the problems of design and creativity linked to brand culture and identity.

In 2015 she joined the MMM experts team to work with and support the MFP competition laureates by advising them on branding and collection positioning.