

Virginie Muys

IMAGE AND COMMUNICATIONS - Expert 2014



Virginie Muys started her professional career as a media assistant and photo designer.

After a number of years in events and communications specialised in luxury goods, with such brands and labels as Viktor & Rolf, Cacharel, Diesel, Céline, she launched her own firm Pièce d'Anarchie, and won the Andam Prize in 2012 [Association Nationale de Développement des Arts de la Mode-National Association for Arts and Fashion Development]

In 2014 she created the brand consulting and development agency Disciplines. She worked with and supported the laureates of the 2014 Mediterranean Fashion Prize (MFP) with their image positioning.