

# Genesis

## FROM the Mediterranean Fashion Institute TO the Maison Mode Méditerranée

### 1986/1992

Maryline Bellieud-Vigouroux mobilised the French State, Territorial Collectivities, various personalities including the most influential in the world of luxury fashion, fashion designers, industrialists and the media, to create the Mediterranean Fashion Institute (**IMM**-Institut Mode Méditerranée) and the **Fashion Museum**.

The Fashion Museum used its contemporary exhibitions and rich collections to develop international interest in Marseille and present new labels alongside confirmed brands in the Mediterranean Fashion Institute.

### 1993 / 2017



A unique concept is born at 11 La Canebière, the Mediterranean Fashion Centre (Espace Mode Méditerranée-**EMM**). The architect Jean-Michel Wilmotte, refurbishes a Haussmannian building to bring together in the same place, the associative structures representing the fashion sector:

- the Clothing Trade Association (Chambre Syndicale de l'Habillement-**CSH**), Forthexa, the Mediterranean Fashion Institute (Institut Mode Méditerranée-**IMM**);
- the Euro-Mediterranean City of Fashion (Cité Euro-méditerranéenne de la Mode-**CEM**);
- the Fashion Museum with its auditorium and documentation centre.

For a period of 20 years this place has been a shop-window for culture, economics and media for the Fashion and Clothing sector, and has made Marseille and its local region the second city for fashion in France, after Paris.

In 2010, Aix-Marseille University (**AMU**), joins the **Mediterranean Fashion Centre** in the creation of Masters 1 and 2 Degree courses in Management of Fashion and Textile Metiers.

In the same year, the Mediterranean Fashion Institute (Institut Mode Méditerranée-**IMM**) and the Euro-Mediterranean City of Fashion (Cité Euro-méditerranéenne de la Mode-**CEM**) created the Maison Mode Méditerranée (**MMM**).



Since the Autumn of 2013, the Maison Mode Méditerranée (MMM) has been located in new premises at the **Mediterranean Fashion Centre** (Espace Mode Méditerranée) in the heart of the Euro-Mediterranean business and cultural district.

The MMM develops new objectives:

- Educating and training future managers for the fashion sector, in partnership with Aix-Marseille University (AMU)
- Discovering and supporting young fashion entrepreneurs located around the Mediterranean perimeter, and in Marseille and its surrounding region.
- Testifying to the economic and creative influence of the sector.



In this economic and cultural environment, all the conditions are met to make **Marseille the Fashion Capital of Southern Europe**. During the last **30 years** we have overcome all challenges and obstacles to establish Marseille's present cultural position: with the creation of the Fashion Museum, [training and education](#) with related university courses, discovering young talent with our different competitions, participating in the Year of Marseille Provence 2013, European Capital of Culture and now with the events of [#OPENMYMED](#).

Furthermore, today the MMM also has a very prestigious [Board of Directors](#) made up of personalities from the luxury goods market, education, the Ready-to-Wear sector, and industry.