

Pain de Sucre, from Marseilles to Miami.

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In terms of lifestyle and creativity, **Marseilles** is being compared more and more with California and Florida, where the beachwear label from Marseilles, Pain de Sucre, has opened a new boutique. Already present in London, Dubai, Saint Barthélemy and Hong Kong, the label is now moving across the Atlantic.

Their distributor, Finaben, has chosen **Miami**, a world famous resort, for their first American presence.

This year, Pain de Sucre has joined the partners of the [#OPENMYMED](#) event organised by the Maison Méditerranéenne des Métiers de la Mode (MMMM).