

Marseilles Fashion as seen by Alice Pfeiffer, for the Les Inrockuptibles

01/08/2016



Charlotte Aire © Charlotte Lapalus

The cultural news magazine, Les Inrocks, has published an article on Marseilles fashion.

Written by **Alice Pfeiffer**, a journalist who also writes for the Le Monde daily newspaper and its weekly magazine the M Magazine, the article compares the fashion styles of Paris and Marseilles.

In fact this specialist fashion writer compares the lifestyles, clothes and activities of two women, one from

Paris and the other from **Marseilles**.

Convinced that the style of Marseilles women is just as particular as those of Parisian women, she goes on to demonstrate the fact by describing the young fashion designers in the region who are passionate about this particular and well defined fashion style.

She mentions the laureates of the [2016 M Major](#) competition, such as **Charlotte Aire** and her everyday clothes which are comfortable and basic but never demeaning. Then there is **Vadi Jewels**, with pieces inspired by African grigris amulets worn on the beach, and underwear like the T-shirts by **Lei 1984**.

The article is an excellent reward for the efforts of the Maison Méditerranéenne des Métiers de la Mode (**MMMM**) which is trying to have Marseilles named as the Fashion **Capital of the Mediterranean**.

Our entire press release January-June 2016 is consultable on these links:

[Press Review](#)

[Digital Press Review](#)