

Mélina Carbonaro's fashion design trajectory

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The Mediterranean, Italy, and films from the '60s and '70s rhythm the inspiration for the lines of [Mademoiselle Socialite](#), created in 2014 by [Mélina Carbonaro](#). Her collections play with the French fashion codes for « effortless » glamour, and take a fashion design trajectory influenced by La Dolce Vita.

Fashion and the Mediterranean: How would you define your Mediterranean-ness?

I feel completely Mediterranean, which has a direct effect on my collections. Born in Italy and having always lived in the "Sud", I have an image of women and the clothes they wear which is very **solar**. A sensual

woman, at ease with her body. My collections celebrate that; dresses, silks and a lot of lace. I make clothes imprinted with femininity, garments that you can wear from morning to night, **chic** but **effortless**, like the one-piece, a model that I change for each season.

What has the M Major competition brought you?

The [M Major](#) allowed me to make some extraordinary **contacts** with professionals with very eclectic backgrounds and a global vision of the fashion world. It is a **precious aid** for an emerging label like mine. There is also a **personalisation** of the **advice** given to each label. We haven't got the same objectives or the same constraints, and in this sense it is a real success. The M Major also provides a greater **visibility** for our work and helps us develop more quickly.

What is your flagship piece?

I would say the **one-piece**. Depending on the season it becomes a trouser combi or a shorts combi. For the 2016-17 Autumn-Winter « Jolie Dame » collection it becomes dungarees made out of crêpe...

Has the internet changed your relationship with fashion?

Yes, clearly. Before launching the Mademoiselle Socialite label, I was already using the internet for my fashion purchases on multi-brand sites and getting information off specialised fashion sites. Facebook and Instagram remain incredible **means of communication** for a label. It changed everything. Now every label has a web site or an e-shop. I think you can't exist nowadays without the internet. You come in contact with a different customer base, and international customers as well.