

The Prize

OpenMyMed Prize

EDITION 2017 IN NUMBERS

The new wave of Mediterranean fashion designers responded massively to participate in the 2017 **OpenMyMed Prize**, its 7th edition. Created by the **Maison Méditerranéenne des Métiers de la Mode** (MMMM), the competition is a real success, particularly thanks to our partners who, each year help us improve the support given to young designers to better meet their needs and requirements.

This edition had **156** candidates participating, which is a 56% increase over 2016; they came from **19** different countries. The **40** who were pre-selected earned more than **15,000 votes** to generate 20 finalist Laureates.

The competition's international [e-jury](#) of Fashion professionals included **Simon Porte JACQUEMUS**, our guest of honour for the 2017 OpenMyMed Festival.

The votes on our Facebook Page were both numerous and international, with more than **15,000 Likes!**

In the Press: **22** international press articles between October and December - Discover [here](#)

[Discover our 2017 laureates !](#)

THE ENDOWMENT

1- Brand Strategy

The MMMM provides a vital tool to each of the 20 Laureates to help them develop a coherent strategy and a strong creative identity; a solid brand marketing strategy.

This support is organised by; [Jayne Estève Curé](#), an expert in marketing who lectures at the IFM, the Institut Français de la Mode-the French Fashion Institute, and at ENSAD, the École nationale supérieure des arts décoratifs-the higher national school for decorative arts; [Olivier Guillemain](#), Creative Director and President of the French Committee for Colour; and [Olivier Védrine](#), an architect-designer and lecturer at Camondo a private Decorative Arts School in Paris, and co-founder of the design agency Agence [o,o.]

«We have a common experience in the design and creation sector as artistic directors, producers and teachers in the most prestigious Design Schools. This allows us to measure and appreciate the impact and importance of the **OpenMyMed Prize** which provides an essential platform to help candidates structure their creation

and market positioning by using a mixed approach between marketing, brand image, colour universe, retail and showcasing ».

Dates:

Online preparatory mentoring: February - May 2017

Workshop: 7-9 June 2017 / Marseille

2 - INTERNATIONAL BUSINESS DEVELOPMENT

The MMMM provides the 20 Laureates with **mentoring** sessions to help put in place a **distribution strategy** to win over buyers, and cope with market demands and requirements. The sessions are organised by [Muriel Piaser](#), Global Fashion Developer and member of the OpenMyMed Prize's team of experts.

A **Master Class** given by Muriel Piaser entitled « **International business development & promotion buyers process** » along with individual mentoring for those Laureates participating in the 2017 Trade Fairs in September.

Date: 6 June 2017 / Marseille

Individual mentoring by **Muriel Piaser** for those Laureates participating in the **2017 Trade Fairs in September**.

Dates: June - September 2017

Expert Support

Muriel Piaser will choose one Laureate for **6 months of personal mentoring** in «International Development ».

« I am very pleased to be able to help one OpenMyMed Laureate develop a targeted and focused international and local strategy based around three main themes: « Advice on international business », « Advice in terms of Fashion » and how to win over « Buyers ».

Dates: June-December 2017

The selected Laureate: [Susana Bettencourt](#)

3- COMMUNICATION

A **page dedicated** to each Laureate on the website m-mmm.fr / « [The Laureates](#) » (**35,000** visitors / month)

Promotion: on the MMMM's social networks with **around 16k followers**; in their weekly Newsletter sent to **over 4,500 professional fashion contacts** with any news about the Laureates mentioned in the column « [News](#) »

Showcasing (silhouettes/packshots) in the **OpenMyMed Journal**; a 54 pages in a bilingual magazine, with 30,000 copies distributed from May 2017 to January 2018

A **Fashion Spread** by the **20 Laureates**, published in a magazine

Dates: 7-9 June 2017 / Marseille

Communication tools concerned with the Laureates' **identity**: an interview video of around 1m30

Date: 9 June 2017 / Marseille

The Communications endowment from our Partners

The Fashion PR firm « [Les Nouvelles RP](#) » will provide the industry's press with news about the 20 Laureates for a period of 6 months

Date : January-June 2017

The fashion photographer **Faustine Martin** offers a photo shoot for 2 Laureates

Date : March-April 2017 / Marseille

Selected Laureates : [Il Était un Fil](#) and [Les Candides Joaillerie Sauvage](#)

Photomed offers a Fashion Spread to 3 Laureates, each in partnership with a different Mediterranean photographer. The photos will be shown for the first time at the **OpenMyMed X Photomed** Exhibition imagined by the photographer and writer [Guillaume de Sardes](#).

Dates: 26 May-19 June 2017 / Marseille - J1, area in front of the MuCEM and at La Friche Belle de Mai

Partner Support x Fashion Innovating

By Tajima, the sector leader and a major actor in the textile industry, specialised in the production of embroidery and sewing machines.

Tajima, a partner of the MMMM since 2016, has now taken on a more active and participative role, by organising a workshop for the 20 Laureates

Date: 6 June 2017 / at their site in La Ciotat, near Marseille

At the end of the workshop Tajima will select 3 Laureates, providing each of them with a grant of €1,000 and a trip to Milan to produce two unique pieces of embroidery.

Dates: July-December 2017 / Milan, Italy

PARTNERS STATEMENTS

TERMS AND CONDITIONS OF PARTICIPATION

Have had at least two commercialised collections

English is obligatory: written, read and spoken)

- Category **M MAJOR**: You are domiciled in Marseilles or its surrounding Region. [Apply here](#)

- Category **MFP**: You are domiciled in: Albania, Algeria, Croatia, Cyprus, Egypt, France, Greece, Israel, Italy, Lebanon, Malta, Monaco, Montenegro, Morocco, Portugal, Slovenia, Spain, Tunisia, or Turkey. [Apply here](#)

Do not hesitate to contact mfp@m-mmm.fr

OPENMYMED PRIZE SCHEDULE

From 18 October to 30 November 2016: Submission of applications

December 2016: Review of the applications by the Jury and vote by the General Public

January 2017: Announcement of the 20 laureates

February-May 2017 « Brand Strategy » preparatory work online

06-10 June 2017: « Brand Strategy» MEET'IN and Workshop in Marseilles

PARTNERS STATEMENTS

Françoise Montenay

President of the Supervisory Board of Maison Chanel S.A.S., President of CEW – Cosmetic Executive Women trade organisation, Ex-President of the Colbert Committee, and a MMMM Board Member

Bruno Pavlovsky

President of Fashion activities at the Maison Chanel

« For several years now we have participated actively **in the missions of the Maison Méditerranéenne des Métiers de la Mode (MMMM)**, including the **OpenMyMed Prize**. The MMMM's objectives are multiple: **finding and revealing** new fashion designers and talent in the Mediterranean area; **sharing knowledge, skills and know-how**; providing training and academic courses with industry experts close to this generation of entrepreneurs **to pass on the demands and requirements of our Trades and Disciplines**. The more that the Fashion Industry abounds with talent the richer it is, and the MMMM makes a major contribution ».

Sidney Toledano

CEO of Christian Dior Couture, and a MMMM Board Member

« **Marseille is a crossroads and melting pot for different cultures**. The city has always been outward looking and open to the world. In fact it is part of its DNA since the Greeks were here to look South towards Africa. Furthermore, whether you are Belgian or Italian, **the Fashion world functions best when it mixes, merges and blends its creativities**. In our studios we have representatives of many different nationalities. I would even go so far to say that being involved in Fashion makes it easier to get involved in a particular culture ».

[Be the next 2018 OpenMyMed Prize Laureate](#)