

The M MAJOR duo of Charlotte Rekassa and Vadine Sister talking about Itinéraire Mode and the Atelier Oscar boutique

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Charlotte Aire & Vadi Jewels

Behind the Atelier Oscar boutique is a remarkable friendship between [Charlotte Rekassa](#) (CHARLOTTE AIRE) and [Vadine Sister](#) (VADI JEWELS), as well as their common interest in creative experimentation. As the Atelier Oscar is participating in the tenth edition of **Itinéraire Mode**, our two [M MAJOR](#) laureates talk about their past, present and future careers in the fashion world...

How did you two meet?

Vadine: We were students. It was at the very beginning of my label Vadi Jewels and Charlotte made me some jewellery pouches in vintage fabrics.

Charlotte: We had the same attitude towards creativity and quickly became friends.

What is the story behind the Atelier Oscar boutique?

Vadine: I was looking for a place to work from, a workshop, and Charlotte was finishing her studies. When I saw that the Atelier Oscar was available we both jumped at the opportunity as it is an amazing place. It

provided us with the possibility of having a boutique-showroom as well as a laboratory-workshop.

Charlotte: It is a place for creative experimentation, shared between two very different yet complementary fashion labels. It was in this boutique-workshop that CHARLOTTE AIRE was created. I started to make a few customised pieces to order, then I developed the Charlotte Aire models, for example the HAMA T-shirt and the one-piece outfits. The place also allows us to get direct feedback from customers, it is very useful and interesting.

What has the Itinéraire Mode event brought you?

Vadine: Itinéraire Mode brought visibility and recognition within a "family" of fashion and fashion designers in Marseilles.

Charlotte: Participating in a major fashion event in Marseilles and the opportunity to be on show in new boutiques. For this tenth edition I was present at **GRAND PLAYGROUND** at the **Docks Village**. I made new contacts, some of which could potentially lead to collaborations in the future.

So, what's new?

Vadine: A substantial increase in the number of retail outlets where my work is on show. For example, the four **Léon and Harper** boutiques in Paris, the fifteen **Bellerose** boutiques, a nice **Birdy** boutique in Paris, a concept store in **Tel Aviv**, a boutique in **Japan**... and that's not all! In terms of design and creation, I am working on a selection of vintage garments which will be available in the Atelier Oscar boutique from the beginning of November, and a capsule collection of jewellery for Christmas.

Charlotte: In terms of retail showcases, thanks to the **OPENMYMED** space at the **WHO'S NEXT** trade show in Paris, I managed to get some new points of sale, like with **MME BAVARDE** at Porto-Vecchio in Southern Corsica, and the new on-line sales site in Paris, **LE BAZAR FRANÇAIS**. It provides me a presence outside of Marseilles and its surrounding region.