

The Itinéraire Mode experience for KODD[E]S

In collaboration with the tutorial group of the Masters 1 Degree Course In Fashion And Textile Metiers at Aix-Marseilles University (AMU)

09/11/2016



© Kodd[e]s

Created in 2010 by [Isabelle Letouche](#), **Kodd[e]s** brings together a subtle mix of South African skills and know-how and the legendary "French touch": a creative alliance which allows the label to produce accessories in exotic leathers and hides with a unique style. They propose a form of **social and ethical fashion**, which immediately convinced the [MMMM](#) and opened the doors for the label to the [M MAJOR](#) competition in 2016.

How would you define your style?

An **ethno-chic** style would be a good definition! What I mean by that is that my label Kodd[e]s gets its inspiration from a double heritage, from **France and South Africa**, in order to propose timeless and mixed style Fashion Accessories in a blend of Tradition, Modernity, Luxury and Ethnicity. Since 2011 my label Kodd[e]s is based in Aix-en-Provence. We play with original materials which have a South African identity; like the emblematic **Springbok hides** or **Ostrich leather**. We bring to them a touch of French chic. I like saying that I base my creativity on South African heritage and Aixoise modernity!

What did your participation in the M Major in 2016 do for you ?

The 2016 **M Major** put the spotlight on the label and brought recognition from both the profession and customers. It also provides support with the **mentoring sessions** which are rich in terms of discussions and exchanges, which in turn create opportunities. I also got external points of view which are new and objective, provided by professionals. Particularly concerning **collection plans** and **strategy**, etc. It helps to question yourself and helps with confidence.

Everything was a bonus for a small structure like mine.

What does the Itinéraire Mode event bring you?

For **Kodd[e]s** the [Itinéraire Mode](#) experience is a continuing collaboration, as I had already participated. Yes, the experience is interesting. It allows the label to be seen by the public and make sales. Sometimes, as is the case with **Kodd[e]s** and the **boutique Wood in Aix-en-Provence** and **Jardin Montgrand in Marseilles**, it also **creates real partnerships**.

Addresses:

Wood: 7, rue Méjanes – Aix-en-Provence

Jardin Montgrand: 35, Rue Montgrand – 13006 Marseilles

As part of the Itinéraire Mode experience, the label **Kodd[e]s** is organising a Tea Time at the boutique Wood on **17 November 2016** from 2pm to 7pm. To find out more: [Facebook](#)

Consult the Itinéraire Mode Journal [HERE](#)

-