

# THE ITINÉRAIRE MODE EXPERIENCE OF LES CANDIDES JOAILLERIE SAUVAGE - M Major 2016

A RETAIL EVENT IN COLLABORATION WITH THE  
TUTORIAL GROUP OF THE MASTERS 1 DEGREE COURSE IN  
FASHION AND TEXTILE METIERS AT AIX-MARSEILLES  
UNIVERSITY (AMU)

10/11/2016



Les Candides Joaillerie Sauvage -

MLab 2016

Founded by **Romane Petrosino**, [Les Candides Joaillerie Sauvage](#) is a jewellery designer and producer which plays with the contrast between the refinement of gold and the roughness of uncut diamonds and gemstones. Noticed by the MMMM, the label is now part of their [M Lab](#) group which benefits from support to help their development. They all participate in the [Itinéraire Mode](#) retail shopping experience event.

## How would you define your style?

I am not very good at styles which are too complicated; I prefer playing with textures to create a piece of jewellery you can wear every day for any occasion without having to take it off. A piece which above all has a meaning, which you become attached to, and which can look even better with the clothes in your wardrobe, for example a low necked loose pullover, lace, an open shirt, etc.

### **What has the M Lab status brought you?**

The **M Lab status** (MMMM) which I recently obtained, in August 2016, just after I launched my label, has made me less isolated. Now I can exchange good and bad news as part of big structure, which has helped me better cope with, and understand, certain problems linked to various aspects of the metier. I also met some good people, other designers, professionals, communications people and marketing people etc.

The MMMM supports us during our development. It's thanks to **M Lab** that I was able to enter the **2017 OpenMyMed Prize competition**, in the hope of being one of the 20 laureates, live a very enriching experience and benefit from their professional programme.

### **Why participate in the 2016 Itinéraire Mode event?**

As I only recently got **M Lab** status plus the fact that we are a young label, this is the first time we are participating in the **Itinéraire Mode** event. The **MMMM** asked me straight away to participate in the project. They also helped me choose those retail outlets where I could really position myself; places which seem more appropriate and closer to the spirit of the label. As I don't want to open my own boutique, but rather develop my e-shop and my shop-in-shops in multi-brand boutiques, it's the perfect type of introduction for where we are in terms of development.

#### Address:

Lifestore: Docks Village, 10 Place de la Joliette – 13002 Marseilles, France

**Consult the Itinéraire Mode Journal [HERE](#)**