

# ZELDA ZANG ON ITINÉRAIRE MODE - 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)**

11/11/2016



Zelda Zang (M MAJOR 2016)

©Patricia Giudicelli

At the head of [ZELDA ZANG](#), Valérie Lefevre and Patrick Zen use **Mediterranean** elements in their

collections of refined jewellery. Noticed by the **MMMM** and laureates of the **2016 M MAJOR competition**, they talk about their **Itinéraire Mode** experience, which is a good example of their success.

### **How would you define your style?**

Refined, elegant and minimalist. Our values are about using noble materials, such as 925 sterling silver and silver vermeil, with a pure and refined design, and making them accessible to the general public.

### **What has the 2016 M Major competition brought you?**

The **M Major** competition provided the **ZELDA ZANG** label what all designers want at the beginning of their career, support and assistance, but most of all having your talent recognised and acknowledged. All designers when they start off, have to come to terms with self-doubt. Being a laureate of the **2016 M MAJOR competition** allowed us to take a giant step forward. We will be at the **PRINTEMPS Department Store** at « **Les Terrasses du Port** » from 14 November.

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

In this business, making sales is essential, but what is most important is to meet other professionals, getting their advice, which enables us to readjust our collection if we have to, and add finishing touches before launching it at trade shows or contacting marketing and sales people. **Itinéraire Mode** allows you to meet people and make contacts. It's the second time we are participating in the event. The first time was in the boutique **EGGOH** in rue paradis in Marseilles. It was a real success and we got on very well with the owner Henri Yaiche.

Address :

Yulia: 20, rue d'Armény - 13006 Marseilles, France

Ajoy: 36, rue Méjanès – Aix-en-Provence, France

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

The jewellery label will also be present at the **Printemps Department store at Les Terrasses du Port** from 14 November 2016 !

Watch this space...