

# **NO SEASON ATELIER on their Itinéraire Mode experience as an M LAB**

## **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)**

14/11/2016



No Season Atelier

**NO SEASON ATELIER** is moving away from the concept of "the collection" to concentrate on timeless and minimal mini capsule collections. All pieces will be Made in France, contemporary and specialised, with surprising details. For example a modular kimono, large overcoats with eyelets, unstructured suits, revealing sportswear... **Léa Branger**, the label's young 21 year old designer has just obtained **M LAB** status with the **Maison Méditerranéenne des Métiers de la Mode (MMMM)** and will take part in her first **Itinéraire Mode** event. The MMMM's mission is to detect and support young creative designers.

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

At **NO SEASON ATELIER** we target creative customers! With different typologies of garments and by mixing styles, we try to show our customers several different ways of wearing their clothes.

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

**NO SEASON ATELIER** has only recently obtained **M LAB** status from the MMMM, but we are already delighted and enthusiastic about being part of this group of designers which they support and promote!

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

**Itinéraire Mode** for us is about being proud of being a creator and designer! It is also an opportunity to show what we can do, but in a different light. The event is about inviting people to come and discover, or rediscover, our label on different occasions. For me, the boutique **Fair Trotteuse** and the **Lifestore**, are two emerging concept-stores which are very interesting!

This new fashion shopping experience encourages making new contacts and talking to people. It is really a vital support in today's fashion market.

Address:

Fair Trotteuse: 5, Rue Fontange – 13006 Marseilles

Lifestore: 10, Place de la Joliette – 13002 Marseilles

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