

# The Itinéraire Mode experience of RUBAN ROUGE BIJOUX – 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)

17/11/2016



Ruban Rouge

Inspired by the maritime world, the collections of [RUBAN ROUGE BIJOUX](#) created by **Raphaël Ostorero**, takes a new look at the **Mediterranean style** with **mixed, strict and chic lines**. Discovered by the MMMM, who recently gave the label [M Lab](#) status, they are experiencing their first [Itinéraire Mode](#) event.

**How would you define your style?**

**Ruban Rouge Bijoux's** style of jewellery is **modern, contemporary, and refined**, like their origins, and open minded, with no barriers, limitations or restrictions, in the same mould as the city where they are made, **Marseilles**.

**What does the Itinéraire Mode event bring you?**

It's the first time that we participate in the **Itinéraire Mode** event. This initiative created by the **MMMM** follows on completely in the same spirit as **Marseilles European Capital of Culture for 2013**. It promotes local artists and designers and gets them discovered by consumers from Marseilles and the rest of France. As part of the **Itinéraire Mode**, I am in the **Lifestore boutique at the [Docks Village](#)**, which is a concentration of designers in the heart of an unusual type of shopping centre. It provides a point of sale and generates visibility. The presence of **Ruban Rouge Bijoux** jewellery as part of the **Itinéraire Mode** experience, adds credibility for the customer in their act of making a purchase. Because of this initiative, the customers know that the creations they are buying are **Made in France** and are made by **labels from Marseilles or the surrounding region**, supported by an official and recognised organisation, the **MMMM**.

Address:

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

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