

# THE OPENMYMED PRIZE, Success !

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OPENMYMED Prize © Charlotte

Lapalus

## **156 candidates, from 19 countries!**

Albania, Algeria, Croatia, Cyprus, Egypt, France, Greece, Israel, Italy, Lebanon, Malta, Morocco, Monaco, Montenegro, Portugal, Slovenia, Tunisia and Turkey.

The new wave of Mediterranean fashion designers has responded overwhelmingly to the 7th edition of the [OPENMYMED PRIZE 2017](#) competition created by the [Maison Méditerranéenne des Métiers de la Mode](#) (MMMM). It is also a success story for our partners who, each year, allow us to improve the endowment given to these young entrepreneurs, to better meet their requirements, needs and expectations. **An increase of 52% in the number of candidates** due to the enthusiasm of the institutions, our professional experts, and our past laureates of the competition who as its ambassadors represent the fashion fraternity in Marseille and from around the Mediterranean, outward looking and international.

Our international **e-jury** of Fashion world professionals, who renews their support and interest in discovering the new Euromediterranean fashion scene, is made up of :

**Yacine Aouadi**, Designer, Aouadi Paris // **Sophie Baron**, Manager, POM stores - MMMM board // **Maryline Bellieud-Vigouroux**, Public Relations, MMMM // **Julia Calabrese**, CEO, McArthurGlen Group // **Sophie de La Fontaine**, Artistic Director, Maison Longchamp // **Guillaume de Sardes**, Curator, Photomed // **Jayne Estève-Curé**, Marketing Consultant, IFM and ENSAD // **Emmanuelle Favre**,

Human Resources Director, Christian Dior Couture // **Matthieu Gamet**, President, MMMM // **Laure Heriard Dubreuil**, Founder, The Webster // **Anais Lambert**, International Development, MAD Brussels // **Françoise Montenay**, President of the Supervisory Board, Chanel - MMMM board // **Jérôme Pantalacci**, Director, Art-O-Rama // **Bruno Pavlovsky**, Fashion President, Chanel // **Muriel Piaser**, Global Fashion Developer // **Simon Porte Jacquemus**, Designer, Jacquemus // **Franck Raynal**, Director, Tajima Europe // **Samar Seraqui de Buttafoco**, Founder, ULAP // **Sidney Toledano**, CEO, Christian Dior Couture - MMMM board // **Anne Vouland**, Founder, Lulli Store

... You can also take part in selecting the **20 Laureates** (**M MAJOR** : Marseilles and its regions and **MFP** : Mediterranean) who will receive targeted support in 3 areas fundamental to young labels: Brand Strategy, Communications and the Fashion Trade. The support package is valued at around **€30,000**per laureate.

The **e-vote** opens on **14 December** 2016 on the [Facebook](#) Page of the Maison Méditerranéenne des Métiers de la Mode. You can click and vote **up to 4 January** 2017.

The 20 laureates will be announced on **16 January 2017** to start Paris Fashion Week under the sign of **NOW GEN MED**.

This prize is part of **OPENMYMED Festival**, a shop window for the missions of the **MMMM**, whose guest of honour in 2017 will be the Fashion Designer **JACQUEMUS**, starting on 12 May!

Find the Press Release [here](#)