

Karine Parra

MASSALIA - MARSEILLES - M MAJOR 2017



Karine Parra worked for independent labels, then in 2014 she created her own label **MASSALIA**. Her lines of sandals are designed and handmade in Provence from French vegetable-tanned leather, a tradition which the designer wants to perpetuate. She has a passion for her “metier”, the use of artisanal skills and know-how passed down over the generations, accompanied by a sensibility for raw materials and an association of details and sobriety.

"Like any new label, Massalia needs to become known in its own region, across France and internationally. I hope that through the **OPENMYMED PRIZE** I will get support in terms of a commercial strategy which fits together with a communications strategy and international development."

Website: www.massalia-madeinfrance.fr