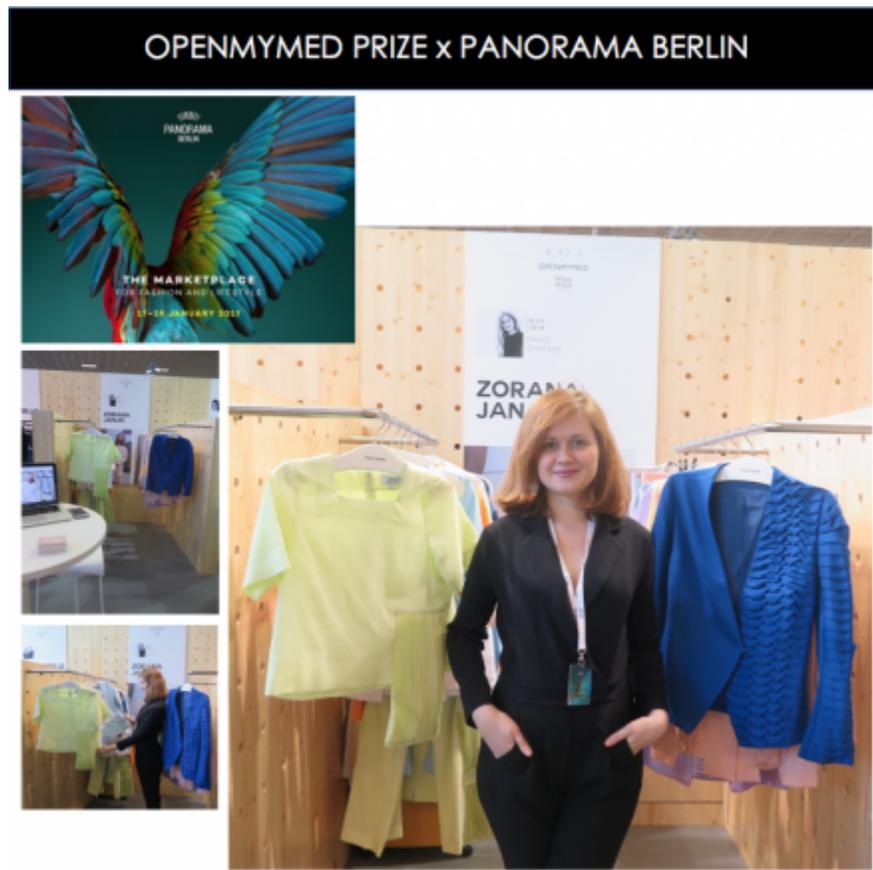


ZORANA JANJIC AT PANORAMA BERLIN

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Zorana Janjic à Panorama Berlin

A French laureate of the [OPENMYMED PRIZE](#) competition in the **2014 MFP** category, [ZORANA JANJIC](#) presents her 2017/18 Autumn-Winter collection at the [Panorama Berlin](#) Fashion Trade Show, thanks to the partnership put in place by the MMMM. Discover her career so far, up to Berlin.

1.) Why are you participating in the Panorama Berlin Trade Show and what are your objectives here?

I was invited to the Panorama Berlin Trade Show by the Maison Méditerranéenne des Métiers de la Mode (MMMM) as, since the **2014 OPENMYMED PRIZE**, they continue to support my label. This is a very interesting and attractive invitation as this Berlin trade show is one of the largest Fashion trade shows in Europe. I am hoping to enlarge my distribution network, and above all present my label to the German public.

2.) You were a laureate of the [OPENMYMED PRIZE](#) competition in the 2014 MFP category. What did you get from your year with the Maison Méditerranéenne des Métiers de la Mode (MMMM) ?

The 2014 **OPENMYMED PRIZE** year made a major contribution to the development of the [ZORANA JANJIC](#) label which was officially created in 2014. Thanks to the support of the professional experts from the fashion world, we were able to develop our production network and substantially improve our business plan. They also helped us to manage our online presence in a better way, and answered important questions about intellectual property. Most importantly, they helped us establish initial contacts with buyers. The fact that we won the prize brought us new opportunities in terms of communications and showing our work, for example

at the **Grand Prix de la Création de la Ville de Paris 2014 (the Grand Prize for Creation from the City of Paris)**, **Skopje Design Week 2014**, **Vancouver Fashion Week 2015** and the **Journées de la mode en Algérie 2015 (Fashion Days in Algeria)**.

3.) Since then, what are your projects, what are you doing now? What development strategy did you have?

We have increased the size of our team and found **new partners** in terms of production. We have also had a number of communications projects, for example in collaboration with **the Marriott Hotel in Marseilles**, the **Make-up ForeverAcademy**, the **Cité du Cinéma**, and with the famous fashion blogger **Anastasia Siantar**. We would like to **open our own boutique** sometime over the next 2 years. So, this year we are launching several retail projects to get experience selling directly to our customers, for example with pop-up shops, trade shows open to the general public, and with our online shop. We will continue to develop and increase our communications projects and continue to look for new opportunities for fruitful collaborations.

Visite the trade show in live [here](#)