

OPENMYMED PRIZE JUST ARRIVED

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Welcome to our 20 **OpenMyMedPrize laureates**: [Amine Bendriouich](#) (Morocco), [Artem Atelier](#) (Spain), [Dioralop](#) (Croatia), [Ece Olzap](#) (Turkey), [Erin Adamson](#) et [le Feuillet](#) (France), [Eliran Nargassi](#) et [Hannah](#) (Israel), [Nour Najem](#) (Lebanon), [Okhtein](#) (Egypt), [Pteja Zorec](#) (Slovenia), [Susana Bettencourt](#) (Portugal), et [No Season Atelier](#), [Noelle Praticci-Roux](#), [Romane Petrosino](#), [William Naim](#), [Noa-Kis](#), [Massalia](#), [Les méduses vertes](#), [Il était un fil](#) (Marseille).

Selected by a jury of professionals and a vote by the general public from more than 150 candidates from 19 countries, the 20 **OpenMyMed** laureates will, this week, follow an intensive programme of specially designed Masterclasses to respond to the fundamental needs of young labels:

- Brand Identity with the trio of **Jayne Estève Curé** (IFM Marketing), **Olivier Guillemain** (Chairman of the Comité Français de la Couleur) and **Olivier Védrine** (Architect and Designer, lecturer at the Camondo decorative arts school)
- International Business with [Muriel Piaser](#) a member of the MMMM's regular team of experts (International Fashion Consultant)
- High-Tech Fashion with the [Tajima Group](#), specialists in industrial embroidery, and a partner of the MMMM

Our 20 laureates will also benefit from a fashion spread by **Matthieu Pabiot**, under the watchful eye of the photographer **Faustine Martin**, which will be published in the autumn in Marie Claire Méditerranée.

A new Mediterranean generation on the move. See their work in the windows of the **Galleries Lafayette**, a partner of the MMMM, from 6 to 13 June, and meet them in person tomorrow at the Bande Éphémère-Pop-up Band evening at the Jardin Montgrand from 7pm.

See more of the 2017 OpenMyMed Prize laureates in the [La Provence](#) daily newspaper.