

# OPENMYMED PRIZE 2017 - IN THE PRESS...

13/06/2017

LA PRESSE EN PARLE



©Anne Loubet

Each year the **OpenMyMed Prize** provides 20 laureates (from Marseilles and its surrounding Region and the Mediterranean) with targeted support for the 3 fundamental needs of young labels: Brand Strategy, Communications and the Fashion Trade. The support package for each laureate is estimated to cost €30k.

In **7 years** the OpenMyMed Prize has professionally supported **91 laureates** with the help of its private and public sector partners. This is to make sure that they become established in their area in a sustainable manner, develop their business on the international market, and generate as many Success Stories as possible: [Charles & Ron](#), [David Catalàn](#), [Folklo by Ka](#), [Janjic](#), [La Nouvelle](#), [LSonge](#), [Maid in Love](#), [Marion Vidal](#), [Paolo Errico](#), [Rula Galayini](#), [Van Palma](#), [Sessùn](#)...

This prize is part of the **OpenMyMed Festival**, a shop window for the missions of the M MMMM, whose guest of honour in 2017 is the Fashion Designer [JACQUEMUS](#).

Both the French National and International press are very interested in the programme, with media editions celebrating the success of the **7th OpenMyMed Competition**, which puts Marseille on the map as one of the major fashion cities.

- [HuffPost](#)  
- [Toutma](#)

- [La Provence](#)  
- [Azur TV](#)

Discover all the laureates [here](#)