

Jina Luciani

Founder, Occidente - 2017 - MMM President since 2019

MEMBER OF THE BOARD OF DIRECTORS



Born in Beirut in Lebanon, [Jina Luciani](#) is a young Mediterranean fashion designer, deeply attached to the **PACA Region** (Provence–Alpes–Côte d'Azur) in France where she grew up as a child. She is passionate about fashion and the arts.

After brilliant studies, particularly in **New York** where she took a Fashion Design course at the prestigious **Fashion Institute of Technology**, she decided to specialise in Lingerie, in France, at **ESMOD** (Higher School for Fashion design and techniques) in Paris, where she obtained her degree with honours. In 2000, and at just 24 years old, she was appointed to the post of Vice-President of Design at Viamode NY, a major American group of high-end **Lingerie and Loungewear**. In parallel she created her own label, **French Nomad**, which was well received by the press. During her first season she was accepted to design collections for the Barneys New York chain of luxury department stores. Bolstered by this initial experience, she continued to develop her professional contacts and experience between Paris and New York for a number of years.

In 2006, when she was 30, she returned to the **Cote d'Azur** and launched her signature collection **Occidente Ecocollection Cote d'Azur**, a concept for a personal wardrobe which was original and environmentally friendly, inspired Western well-being. Since then, she creates her collections from her workshop surrounded by olive trees, her family and friends. Her work is authentic and modern, inspired by vegetation, the sea and the balance of the elements. You can find a whole wardrobe dedicated to this lifestyle, including specific lines of Lingerie, Loungewear, Yoga wear, and Beachwear.

Her label Occidente is **recognised by the general press**, like the French daily newspaper Le Monde, the French women's magazine ELLE, the American WWD-Women's Wear Daily. The label has been named 'The Selection' three times by the **International Lingerie Trade Fair in Paris**.

Jina Luciani has participated in international exhibitions such as Lingerie Americas and Curve Las Vegas where she received a promising review by the experts. Her customers recognise her different style, modern, feminine, and totally comfortable, and remain loyal to the label.

In 2016 she was laureate of [OpenMyMed Prize](#) contest organized by the Maison Mode Méditerranée (MMM) in Marseille, for her work for Occidente. This recognition was a major springboard for her, providing, among others, support in terms image and strategy, which are essential assets in brand development.

Since 2017 she is also on the **Board of Directors** of the MMM.

In 2019, she is elected **President of the Maison Mode Méditerranée (MMM)**.