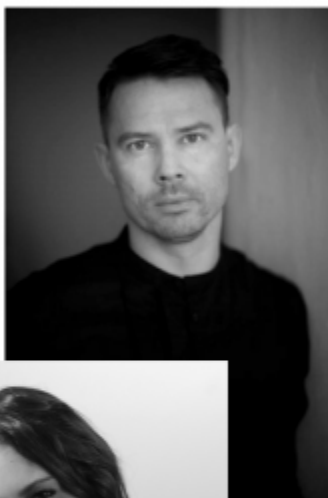


MMMM X PREMIÈRE CLASSE

06/09/2017

OpenMyMed Prize x Premiere Classe



As part of its **OpenMyMed Prize** competition the Maison Méditerranéenne des Métiers de la Mode (**MMMM**), in partnership with Who's Next, is offering a stand at the **Première Classe** international fashion trade show in Paris, to four fashion accessory Laureates of the 2017 edition, [Noa-Kis](#), [Artem Atelier](#), [Il était un fil](#) and [Romane Petrosino Joaillerie](#).

At their **fashion booster campus** in Marseilles last June, the laureates created their brand strategy with support from [Jayne Esteve Curé](#), [Olivier Guillemain](#), and [Olivier Védrine](#). They also developed an international business strategy with help from [Muriel Piaser](#). Now these 4 Laureates, selected from the 20 by **Who's Next**, will be able to meet international buyers to present their new Spring/Summer collections.

This year our 4 Laureates have also been chosen to take part in the Trends Forum, in the heart of the Gallery Store, by **TREND UNION**, the trend forecasting consultancy based in Paris, created by the famous Dutch trend forecaster [Li Edelkoort](#).

The future of fashion is ready, and will proudly display the values of a Mediterranean which is both creative and dynamic.

See the four designers at the OpenMyMed Prize Stand N°3-F45