

GREEN IS GOOD

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NEWS



Collab' Occidente x Végétalement

Provence

[Végétalement Provence](#) which produces vegetal beauty products, is a partner of the **OpenMyMed** Festival. They have recently received the Award for Innovation at the International Hair and Beauty event in Paris.

They are professionals who have been with us in a number of interesting adventures, such as the [runway shows](#) for « Les santons de Provence » by the fashion designer Jacquemus, a [fashion spread](#) in Marie-Claire... They have managed to create something different.

This environmentally friendly brand is deeply contemporary. They are now working on a project Made In Provence with [Occidente](#), a 2016 laureate of the **OpenMyMed Prize**, whose creator, [Jina Luciani](#), is a member of the **MMMM board**.