

# Aurélia Vigouroux

Strategy - Expert 2017



After graduating from Sorbonne en 2003, **Aurélia Vigouroux** begins her career in the marketing department at **Guerlain, Chanel and Yves Rocher**. She quickly decides to strike out on her own and founds **AmuseD**, her Fashion and Media communication office in 2009. Her philosophy is inspired by the slash duo Fashion/Art. Specialized in digital strategies she works on prospective identity projects for **ELLE.FR**, **MARIE CLAIRE**, **CHANEL**, **L'OREAL**, **NELLY RODI** and full of passion for emerging brands she develops a dedicate consulting section focus on their fundamental needs. In 2016 she joins the **Maison Mode Méditerranée** founded 30 years ago in Marseille by her mother Maryline Bellieud-Vigouroux. At the head of the strategy and communication consulting department of the MMM, she is in charge of [OpenMyMed](#)

[Festival](#) which offers a Carte Blanche Exhibition to young and talented designers such as Jacquemus this year, [OpenMyMed Prize](#) opened to 19 countries included Portugal supports the NOW GEN Mediterranean designers with the first fashion **booster campus** and **The Fashion Education** in partnership with **Aix-Marseille University** to train the new generation in Fashion Métiers with a complete cycle of degree courses ([undergraduate and Master 1&2](#)) which will be completed this year by the launch of the first Fashion University Chaire.