

# Sophie Baron

**Manager of the boutique POM and lecturer at AMU - 2010**



« It is difficult to imagine a city more in love with fashion than Marseille! The city has a regional influence which extends to Toulon and even Corsica. With the development of cruise holidays, tourism is bringing more and more new customers who only stay for a short time. That's good as it stimulates business. The inhabitants of Marseille are very clothes-conscious. Women spend more time outdoors and take care of how they dress. They are not afraid of colour or cut and form. Men and women from all social backgrounds enjoy looking good and will make the effort to acquire a particular brand or label. In Marseille, people are well dressed! Through my involvement in the MMM, I am pleased to be helping local companies in the fashion sector. The courses I give in visual merchandising and marketing are to Aix-Marseille University (AMU) fashion degree students. I try and convert their love of fashion into professional success.»