

<p style="text-align: center;">ACTION PROJECT EURO-MEDITERRANEAN CITY OF FASHION</p>
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This project stems from the desire of the Institut Mode Méditerranée (IMM)¹ to create a genuine Mediterranean industry for textiles and clothing to counter the challenge from Asia.

The idea is to use various measures to encourage innovation and design by developing Euro-Mediterranean partnerships based on co-contracting, with a view to:

- redefining relations between “brands” and “manufacturers”²;
- encouraging the emergence of new networks for cooperation and partnership;
- introducing increasing levels of innovation in manufacturing processes.

The aim is also to promote identity products by developing their creative and “fashion” aspect and adapting them to niche markets by:

- improving design;
- controlling manufacturing costs;
- developing distribution.

Lastly, the aim is to increase value-added by improving style, quality, innovation and sustainable development in design.

In brief, the project focuses on four key areas:

- *A design area* with the objective of training young designers and helping them to structure and organise the setting up of their firm in their country of origin (drafting of business plans, financing of collections...).
- *A training area* to provide post-secondary training (BAC+2) for the development of skills in the form of basic and/or continuous training - with the objective of working with schools to introduce training in line with European higher education standards. It is also envisaged to organise participation of designers trained by the Euro-Mediterranean Fashion City in specialised exhibitions, events of the sector to appraise their collections or models during those commercial events.

The budget for the training of a designer is estimated at 90.000 euros.

- *A business area* with the objective of making use of knowledge and experience by setting up a regular and vigorous showcase in Marseilles and in other major Mediterranean cities.

The budget is estimated at 60.000 euros.

- *An information/multimedia area* comprising a Euro-Mediterranean Fashion City portal (sector monitoring, innovation, skills management, training...); a virtual Mediterranean style office (observatory); incorporating a television/web TV channel.

The budget is estimated at 50.000 euros.

¹ This institute was established 15 years ago to structure the Mediterranean textiles and clothing industry. It is funded by the City of Marseilles, the General and Regional Councils and companies.

² In such a way that manufacturers in the Mediterranean countries can develop brand policies; at least to meet the competition from China which is beginning to develop its own brands at the lower end of the market.