

## The Fonds de Dotation Maison Mode Méditerranée launches its 2024-2026 Call for Projects for fashion professionals.

For thirty five years the Fonds de Dotation Maison Mode Méditerranée has created in the city of Marseille a scene for independent and singular fashion: Maison Mode Méditerranée (MMM) **supports researchers and designers from the Mediterranean world** — or whose brand is established in this geographic zone — and contributes to the **preservation and transmission of local crafts and cultural heritage**.

Driven to promote common interest projects, the Fonds de Dotation Maison Mode Méditerranée launches its call for proposals: four grants for **two years** (2024-2026) and two partnered prizes for financial and strategic development support. Six funding opportunities are hence offered for **six unique ways to singularly look at fashion today**.

These long funding opportunities, rare in the fashion world, enable grant recipients to benefit from follow-ups and monitoring; allow them to strengthen their professional and personal links with the Maison Mode Méditerranée, notably by participating in the different meetings and travels organized by the MMM in order to gather current and former prizewinners from the Mediterranean basin and the African continent, and create a fruitful discussion between them.

The Fonds de Dotation Maison Mode Méditerranée strengthens via these grants its willing commitment to develop and show the impact of the Mediterranean culture around the world, by enhancing Mediterranean diverse and vibrant aspects, and notably its **sustainable potential** and its links with **new technologies**.

Opened to the **international scene** and thanks to its network in North Africa and West Africa, the Fonds de Dotation Maison Mode Méditerranée invites and encourages all brands based in all regions of Africa to apply. The Fonds de Dotation Maison Mode Méditerranée aims to develop the gathering and the sharing of cultural, artistic and crafts knowledge from the African continent in its entirety.

For decades and still today, the MMM, committed to promote the Méditerranée as a geographic area featured by strong cultural particularisms, has encouraged and supported numerous talents from the Mediterranean world, today internationally renowned: Louis Gabriel Nouchi (France), Renaissance Renaissance (Lebanon), Okhtein (Egypt), LRNCE (Morocco), David Catalan (Spain), Eliran Nargassi (Israel), and many others.

This commitment is central to the mission of the MMM. The jury will be particularly attentive to projects, designers and brands who, based in the Mediterranean basin and in the African continent or whose founders are originated from these countries, actively contribute to the radiance and influence of these areas.

Conscious about and advocate for a more sustainable fashion and a fashion that looks forward with new technology, the selection committee will as usual e-vote and the general public will be invited to vote on our social media.

We warmly thank all our patrons and partners who, alongside us, contribute to funding the grants.



## 2024 – 2026 Grants

### 1. Global Fashion Brand Award

40.000€ / two years

This grant is intended for a fashion brand whose founder is looking for a more global development.

### 2. Craft & Commitment Grant

25.000€ / two years

This grant is intended for a fashion brand whose founder wants to incorporate a project of creation and promotion of local and ethical crafts.

### 3. Heritage & Culture Grant

16.000€ / two years

This grant is designed to support a project dedicated to fashion/crafts learning and transmission — by cultural mediation and/or training. The project can be led by the founder of a brand or a professional from the sector.

### 4. Research Grant

16.000€ / two years

This grant is dedicated to doctoral students in the realm of fashion studies. The grant aims to support the new generation of researchers who integrate fashion and dress in social sciences. All PhD candidates who work in fashion studies are welcome to apply, but the jury will pay particular attention to dissertation projects linked with the Mediterranean fashion.

Our partners are committed to the development of creative industries and crafts.

Alongside partnered prestigious institutions, the Fonds de Dotation Maison Mode Méditerranée promotes the creative industry, the development of industrial methods and the transmission of artisanal and crafts techniques. Two partnered grants are offered in this call for proposals, linking métiers d'art houses and designers to develop innovative creations.

### 5. Tajima Fashion Tech Prize – Tech & Craft Grant

With this high-tech creation grant in partnership with the Japanese world leader of embroidery, Tajima, the prizewinner develops an artistic and technical project of handcrafted embroidery that will be then applied to high technology and a production method developed by Tajima. Technical aspects will occur in the Studio Auriga, Milan, the biggest international workshop for industrial embroidery.

### 6. Fragonard Prize – Fashion, Heritage and Modernity

This prize offers an art residency in the Musée Fragonard in Grasse to the laureate in order for them to think about and push forward the technical and artistic aspects of a local craft from the Provencal clothing heritage: the «Indiennes» — fabrics imported from the Orient and the Levant, and reinterpreted in Provence. The prizewinner's creations will be displayed in the Fragonard museums.

## Skill-based sponsorship

Since 2021 world experts have joined the Fonds de Dotation Maison Mode Méditerranée as members of the Collège Scientifique (Scientific Board). This exceptional support is an additional opportunity for our prizewinners and grant holders to be listened to, advised and monitored by experienced professionals.



## Selection Committee

### Administrators

Yacine Aouadi Couturier - Designer

Maryline Bellieud-Vigouroux CEO of Fonds de Dotation Maison Mode Méditerranée

Edith Garson Master Craftswoman

Françoise Montenay Chairwoman of the Supervisory Board of Chanel SAS

Sakina M'Sa Founder of the sustainable brand Sakina M'Sa

Jina Luciani Vice-CEO of Fonds de Dotation MMM and founder of the brand Occidente

Guillaume Ruby Brand & Communication Director

Olivier Saillard Historian, Creative Director of Weston, Director of Azzedine Alaïa Foundation

Sidney Toledano CEO of LVMH Fashion Group

### Invited Members & Friends of the Fonds de Dotation MMM for the 2024/2026 Committee

*List updated on September 18th 2023*

Hélène Altmann Fashion Journalist

Hélène De Bühren Development Director of the 19M

Bouchra Jarrar Designer and Founder of the Brand Bouchra Jarrar

Marie-Josée Linou Director of the Decorative Art division Musées de Marseille, Chief Conservator Culture Heritage

Alix Malka Photographer

Amelia Tavella Architect

Mossi Traoré Fashion Designer

Corinne Vezzoni Architect

### Strategy Board

#### Research & Training Division

Stéphanie Calvino Founder of Anti Fashion Project

Saveria Mendella Fashion critic and journalist, Doctoral Candidate at EHESS

Sophie Kurkdjian Founder of Cultures de Mode

#### Culture & Creation Division

Lotfi Aoulad Program manager for the Protection and Promotion of the Diversity of Cultural Expressions at UNESCO

Louis Barthélémy Artist

Serge Carreira Head of Emerging Brands Initiative at Fédération de la Haute Couture et de la Mode

Anissa Touati Independent Curator

Olivier Gas CEO at Gas Bijoux

### Jury Members for the Partnered Prizes

#### Tajima Europe Prize

Franck Raynal CEO at Tajima Europe, Jury President for the Tajima Prize

Camille Raynal Marketing and social media manager Tajima Europe, Jury Member

#### Fragonard Prize

Agnès Webster Costa CEO of Fragonard, Jury President for the Fragonard Prize

Clément Trouche Artistic Director at Musées Fragonard, Jury Member

Eva Lorenzini Collection Curator at Les Parfumeries Fragonard, Jury Member

All applications must be sent at the latest by midnight on Monday December 4th, 2023, by email to the following address : [contact@dotationmodemed.fr](mailto:contact@dotationmodemed.fr)

Contact  
[contact@dotationmodemed.fr](mailto:contact@dotationmodemed.fr)

Twitter, LinkedIn  
[@fondsdedotationmaisonmodemediterranee](https://twitter.com/fondsdedotationmaisonmodemediterranee)

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## Partners



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**SAKINA M'SA**