

Call for Projects 2024 - 2026



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The Fonds de Dotation Maison Mode Méditerranée unveils its call for projects: consisting of four grant applications aimed at fashion brands, designers, researchers, and fashion professionals in the fashion industry, and two extra grants in partnership with *Tajima Europe* and *Fragonard*.

For thirty five years the Fonds de Dotation Maison Mode Méditerranée (former Maison Mode Méditerranée) has been creating an independant fashion scene in the Mediterranean region from the city of Marseille, by **supporting researchers and designers from the Mediterranean world**, or whose brands are established in this geographic zone, and contributes to the **preservation and transmission of local crafts and cultural heritage**.

By strengthening its commitment to expanding the historical and cultural impact of the Mediterranean culture worldwide, emphasizing all its aspects — and notably its **sustainable potential** and its links with **new technologies** — the Fonds de Dotation Maison Mode Méditerranée offers **six funding opportunities** for six unique ways to singularly look at fashion today, and monitoring and support for **two years**.

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 fashion brands based in all regions of Africa to apply to its call for projects in order to develop the gathering and the sharing of cultural, artistic and crafts knowledge across the entire African continent.

The Fonds de Dotation Maison Mode Méditerranée reserves the right to award a special prize award called *Fashion Enthusiasm Prize* to support a project through a one year grant program.

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



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



Selection Committee

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 manage 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



The Fonds de Dotation Grants

1. Global Fashion Brand Award
2. Craft & Commitment Grant
3. Heritage & Culture Grant
4. Research Grant



1. Global Fashion Brand Award

40K / 2 years

The Global Fashion Brand Grant is dedicated to an already-existing brand whose founder seeks help in its (global) development. The application can underline the help needed in the digital, technical, creative or material development of the brand.

Application Materials

- Presentation of the brand
- Video presentation of the applicant
- Description of coming projects
- Presentation of the coming collections
- Timeline of the brand's development plan in the next two years
- Any element judged useful for the understanding of the brand's identity

Eligibility Requirements

- The brand has to be already established (for a minimum of two years)
- The brand must have points of sale (online and/or in-store)
- The brand has to be linked to the Mediterranean world
- The applicants for the Global Fashion Brand Grant must apply to the Tajima Europe Prize and Fragonard Prize as well



2. Craft & Commitment Grant

25K / 2 years

In regard of the globalization of fashion production sites, the Fonds de Dotation Maison Mode Méditerranée is willingly committed to accompany brand's creative projects with social and ethical values. The brand has to submit a creative project proposal which relies on a sustainable collaboration with Mediterranean craftspeople, selected for their artisanal knowledge and the quality of their finished products as well.

Application Materials

- Presentation of the project (visual and textual documents, such as but not limited to drawings, diaporama, texts, storytelling document ...)
- Document explaining the reasons for the chosen country and the selected craft
- Timeline of the project
- Budget

Eligibility Requirements

- The brand has to be already established (for a minimum of two years)
- The brand must have points of sale (online and/or in-store)
- The brand has to be linked to the Méditerranée
- The applicants for the Craft & Care Grant must apply to the Tajima Europe Prize and Fragonard Prize as well



3. Heritage & Culture Grant

16K / 2 years

The Fonds de Dotation MMM is willing to provide assistance to a project linked to transmission of fashion and crafts, undertaken by a brand or a professional from this sector. The project should underline the specific knowledge, culture(s) and craft(s) in an area from the Mediterranean basin and/or the African continent, and should propose an ethical model of transmission and apprenticeship, which should be technical and immaterial at the same time.

Application Materials

- CV
- Video presentation of the applicant
- Presentation of the project (visual and textual documents, such as but not limited to, images, diaporama, mood board, texts ...)
- Presentation of the type of apprenticeship/education considered (localization, public, country, aims ...)
- Timeline of the project
- Budget



4. Research Grant

16K / 2 years

The Fonds de Dotation MMM supports research in fashion studies with a focus on the Mediterranean area and the African continent. The Fonds is willing to help a doctoral candidate, specialized in fashion studies, with a research grant for two years. The grant is dedicated to the research of the doctoral candidate.

Application Materials

- CV
- Video presentation of the applicant
- Presentation of the research and state of the research
- Presentation of how the grant will be used (aims, timeline, etc.)
- Proof of enrollment for the academic year 2023-2024
- Recommendation letter from the supervisor

Eligibility Requirements

- Applications may be for the entire dissertation research project, or may be submitted in support of one specific research project for the dissertation
- The thesis must be in preparation
- The doctoral student must be carrying out fashion-related research
- The doctoral student must already be enrolled in a doctoral program



The Fonds de Dotation and its Partners' Grants

5. Tajima Fashion Tech Prize

6. Fragonard Prize - Fashion, Heritage
and Modernity



5. Tajima Fashion Tech Prize *Tech & Craft Grant*

As part of a long-term partnership with the world leader in industrial embroidery, TAJIMA, the Fonds de Dotation Maison Mode Méditerranée is offering a prize that combines high technology and the knowledge of fashion craftsmanship. The applicant will have to submit an embroidery project (on clothes or accessories) to include in their next collection.

Application Materials

- Documents presenting the collection in which the embroidery projects will be inserted (visual and textual documents, such as but not limited to: drawings, diaporama, statement, storytelling, etc.)
- Presentation of the embroidery project (drawings, sketches, mood board, etc...)
- Video presentation of the applicant

Eligibility Requirements

- The brand has to be already established (for a minimum of two years)
- The brand must have points of sale (online and/or in-store)
- The brand has to be linked to the Mediterranean world

The prizewinner will benefit from:

- assistance by the Milanese studio teams of Tajima Europe during the creation phase of the embroidered design,
- a donation of raw materials selected by the prizewinner,
- a work session in Tajima Europe headquarters at la Ciotat,
- a trip to Milan to create the final prototypes,
- monitoring from Tajima's world suppliers to help in the development of production.



6. Fragonard Prize - Fashion, Heritage and Modernity *Heritage & Craft Grant*

A dialogue between heritage collections and designers

As part of an unprecedented partnership, the Maison Fragonard and the Fonds de Dotation Maison Mode Méditerranée are offering an artist-in-residence program based on a theme chosen by the Maison Fragonard, with the aim of promoting its collections and perpetuating Provençal know-how. The selected winner will be accompanied by the scientific teams of the Fragonard museums and trained in the history of «Indiennes», fabrics imported from the Orient and the Levant, and their reinterpretation in Provence. At the end of the residency, the winner will have acquired an in-depth overview of the history and geographical origins of these textiles, as well as the various techniques, stylistic evolutions and uses, thanks to the museum's archives. The results of this work will be presented at the heart of the Fragonard Museums, and a minimum of two pieces will become part of the Fragonard Museums' contemporary fashion collection.

The laureate will benefit from:

- an artist residency in Grasse,
- support from the Maison Fragonard teams,
- access to the archives of the Grasse Fashion Museum,
- financing for the creation of pieces based on the archives,
- a presentation of his/her work in the Maison Fragonard museums,
- inclusion of a minimum of 2 creations in the Fragonard museums' contemporary fashion collection.



6. Fragonard Prize - Fashion, Heritage and Modernity

Heritage & Craft Grant

Objectives

- Research on historical samples from the Fragonard collections
- Learn techniques and recognize motifs by period
- Promote Provençal and Mediterranean fashion heritage

Application Procedure

Profile

- Proficiency and knowledge of artisanal techniques
- Workshop space available for creations
- Connection with a network of artisans

Application Materials

- Video presentation of the applicant
- Presentation of the project based on the elements provided in the call for application
- CV
- Any information relating to the brand or the applicant's previous work (social networks, website, lookbook...)



Terms and conditions for calls for projects

Mandatory appendix

All applications must include the following elements:

- An explanation of the uniqueness of your brand/project and how the selected grant can support you in its development

Maximum 500 characters

- A statement explaining how the values of your brand/project are in line with the values of the MMM Fonds de Dotation, and will contribute to its objectives: «To develop the impact of Mediterranean and African cultures throughout the world by promoting all their aspects, including their sustainable potential, and their links with new technologies»

Maximum 500 characters

- A description of your working environment, specifying how it could help you in the development of the project financed by the grant.

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- All applications must be sent at the latest by midnight on Monday December 4th, 2023.
 - Applications have to be emailed to the following address : contact@dotationmodemed.fr
 - Subject of the email must be written as follow: Application - Number Of The Grant - Name Of The Brand - Country
 - All applicants will be notified by Monday January 8, 2024, by email.

All application documents must be submitted in a single email; all requested documents must be provided (incomplete applications will be rejected); any extra-element deemed useful and relevant for the project can be included in the application, in addition to the requested documents.



Partners



CHANEL LVMH



Fragonard
PARFUMEUR



Musées de Marseille

occidente
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