



The Fonds de Dotation Maison Mode Méditerranée unveils the winners of the 2024-2026 call for projects



The Fonds de Dotation Maison Mode Méditerranée (FDDMM) has announced the winners of its **2024-2026 Call for Projects**. This call, which includes **4 grants: Global Fashion Brand, Craft & Commitment, Culture & Heritage, and Scientific Research**, and **3 partner grants: the Tajima Fashion Tech Prize, the Prix Fragonard Mode, Patrimoine(s) et Modernité and the Prix Antik Batik Culture et Artisanat**, attracted over **100 applications** from **11 countries** in the Mediterranean and French-speaking Africa.

Moved by the exceptional quality of the entries, **Isabelle Vignoli-Barthelemy**, a friend of the FDDMM, and **Olivier Gas**, a member of the Collège, joined forces to award the **Enthusiasm grant** to **3 of the candidates** in order to salute and encourage the originality of each project.



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This **two-year funding supports the creative development of a brand and/or the scientific research work of the winner**. Each of the 9 grantees also benefits from **advice from leading figures on our strategic colleges and board of directors, covering a wide range of fields**: creation, production, communication and image, intercultural exchanges, etc. These 7 grants and 3 unique prizes reinforce the **FDDMMM's commitment to developing Mediterranean cultural cooperation and promoting its creations around the world by highlighting its eco-responsible potential, its sustainability, and its transformations at a time of emerging technologies**. This is a **long-term approach that promotes creation and research**.

85% of the brands are still active and recognised for their expertise in their own country and internationally. The FDDMMM, in its desire to support gender equality, continues to promote women's entrepreneurship. 4 grants are awarded to women and **70% of the winners and beneficiaries of FDDMMM support are women**.

For **35 years, the mission of the Fonds de Dotation Maison Mode Méditerranée has been to support projects of general, cultural and scientific interest** carried out by designers, researchers and other professionals who are often far removed from fashion centres. The FDDMMM's actions are developing genuine expertise in this field and are part of a **philanthropic approach to supporting arts and crafts, culture and international training** alongside its partners, administrators and a large network of friends who are keen to support new generations. In addition, the FDDMMM stands alongside UNESCO as part of its latest report on the fashion industry in Africa and its activities to support this industry, which is full of opportunities for gender equality and young people, as well as promoting cultural diversity.

The FDDMM and its prize-winners would like to thank its loyal partners who have been committed for all these years to creating a community of fashion professionals in the Mediterranean and Africa: **Chanel, LVMH, Fragonard, the French Ministry of Higher Education, Research and Innovation, the Marseilles Museums, Tajima, Antik Batik, Gas Bijoux, Occidente and Sakina M'sa**. We would like to thank Mrs Isabelle Vignoli-Barthelemy for her support.

PRESENTATION OF THE WINNERS

GLOBAL FASHION BRAND & CRAFT & COMMITMENT GRANTS



GLOBAL FASHION BRAND GRANT (40K€) : JUDY SANDERSON - PORTUGAL

JUDY SANDERSON, the eponymous women's ready-to-wear brand based in Portugal, was founded by Judy Sanderson, a South African designer and graduate of Raffles International College Hong Kong Fashion Design. The collections celebrate the African heritage of her origins and her experiences in Asia and Europe, offering a singular cultural fusion.

The brand promotes an eco-responsible approach: each piece of clothing is produced less than 45 kilometres from the workshop in northern Portugal.

Selected for the Global Fashion Brand grant, JUDY SANDERSON is supported throughout its development (image, communication, events, production) for two years.



CRAFT & COMMITMENT GRANT (25K€) : ZOUBIDA - MAROC

ZOUBIDA is a brand of colourful, unisex textile creations celebrating the richness of Moroccan craftsmanship, founded in 2021 by designer Sophia Kacimi. She holds a Master's degree in Management and Marketing from Néoma Business School. Sophia Kacimi worked for Chanel, Louis Vuitton, Alexander McQueen and Burberry as merchandising manager and product manager before returning to Morocco to work with local craftsmen. Today, the brand works with a network of over 15 artisans between Fez and Rabat.

Selected for the Craft & Commitment grant, the winning ZOUBIDA brand will benefit from two years' support in its project to develop an artisanal collection.

PRESENTATION OF THE WINNERS SCIENTIFIC RESEARCH & HERITAGE & CULTURE GRANTS

NEW: As part of its efforts to promote scientific research into fashion in the Mediterranean and Africa, the Maison Mode Méditerranée Endowment Fund has decided to reward an established researcher for her research project on "the unpublished history of fashion, crafts and style in the colonial archives of fascist Italy". The Fund is thus extending its support, initially intended for doctoral researchers, to the entire research community.



SCIENTIFIC RESEARCH GRANT (16K€) : MONICA TITTON - ITALY

The Scientific Research Grant is awarded to Monica TITTON, an Italian sociologist, fashion theorist and cultural critic.

She is currently working as a senior researcher at Modeklasse, the fashion department of the University of Applied Arts in Vienna. The aim of her research project: "Between the Files: Untold Stories of Fashion, Craft and Style in the Colonial Archives of Fascist Italy" is to study the mutual influence of Italian, Ethiopian, Somali and Eritrean fashion, craft and style in Fascist Italy, and to reconstruct the traces and legacies of Italy's colonial past on fashion cultures in the Mediterranean region.



HERITAGE & CULTURE GRANT (16K€) : XYLOMANCIA - FRANCE

XYLOMANCIA combines design and technical innovation, fusing cabinet-making, sculpture, marquetry, sewing, modelling and pattern-making. Amaury DARRAS, the brand's founder, has a degree in cabinetmaking from the École Boulle, and his work is part of a commitment to new, more sustainable production methods.

In November 2023, he will be working with the singer BJÖRK for her concert in Leipzig, as part of her European tour. His current projects include working with Harris Reed to create a sculpture for Nina Ricci.

The Heritage & Culture grant is supporting XYLOMANCIA in its project to develop an artistic collection of fine woodwork for fashion.

PRESENTATION OF THE WINNERS PARTNERS GRANTS & FASHION ENTHUSIASM PRIZES



PARTNER GRANT - TAJIMA TECH FASHION ENTHUSIASM PRIZE- GAS BIJOUX (5K€) GOMIS - FRANCE

Winner of the ELLE Solidarité Mode competition in 2013, Mélanie Gomis is a graduate of the École de la Chambre Syndicale de la Couture Parisienne and Central Saint Martins. From 2017 to 2020, she worked as a Ready-to-Wear and Haute-Couture designer for Georges Hobeika in Lebanon.

In 2021, she founded the GOMIS brand. Designed in Marseille, where she lives, her collections are guided by a spirit of craftsmanship, an eco-responsible approach and a constant quest for mastery of manufacturing techniques.

The Tajima Fashion Tech Prize, awarded to Mélanie Gomis, enables the winner to produce a collection composed of embroideries and to develop it on an industrial scale in the Auriga Studio in Milan. Throughout the process, she is supported by Tajima teams, the world leader in industrial embroidery. GOMIS is also the winner of a €5K Fashion Enthusiasm Prize.



FRAGONARD PARTNER GRANT, FASHION, HERITAGE(S) AND MODERNITY (€5K) BURC AKYOL - FRANCE

Burc Akyol, a French couturier of Turkish origin, was introduced to the craft by his tailor father. In 2007, he graduated from the IFM and worked for several French fashion houses as a designer, including Christian Dior with John Galliano, and Balenciaga with Nicolas Ghesquière and Esteban Cortazar.

He launched his own brand in 2019 and was awarded the FASHION TRUST ARABIA Prize in 2022. In 2023, he was one of the finalists for the LVMH PRIZE, the year in which he joined the official Paris Fashion Week calendar. He describes his creative approach as a "New Wave of Mediterranean glamour".

The Prix Fragonard, Mode, Patrimoine(s) et Modernité awarded to him includes an artist residency at the Fragonard archives in Grasse and Arles. These are places where he will be able to study the heritage of Provence, and in particular Marseilles indiennes, and propose a contemporary interpretation that integrates the contemporary collection of the House of Fragonard.



ANTIK BATIK PARTNER GRANT, CULTURE AND CRAFTS (€5K) MOSSI - FRANCE

Mossi Traoré, a social entrepreneur and fashion designer, launched his women's ready-to-wear brand in 2016. His business enables him to finance the Les Ateliers d'Alix sewing school, where he passes on his knowledge to students. In 2020, he was awarded the ANDAM prize and has been taking part in Paris Fashion Week ever since. In March 2023, he was invited to Lomé by UNESCO as part of a study on fashion in Africa.

The Antik Batik - Culture and Crafts prize he won included a study trip to India with Gabriella Cortese, founder and creative director of Antik Batik. During the study trip, he will meet craftsmen with whom the brand has worked for 30 years, discovering the secrets of the Batik embroidery and printing arts, handed down from generation to generation.

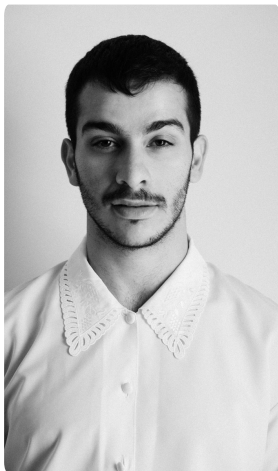
PRESENTATION OF THE WINNERS FASHION ENTHUSIASM PRIZE



ENTHUSIASM FASHION PRIZE - Fonds de Dotation Maison Mode Méditerranée (5K) : MAISON KÉBÉ - SENEGAL

Maison Kébé, nominated for the Fashion Enthusiasm Prize, promotes the richness of Senegalese craftsmanship, while celebrating innovation and contemporary creativity.

Founded in 2020 by designer Cheikh Kébé, a graduate of ENSA Marseille (École Nationale Supérieure d'Architecture), the brand is deeply committed to preserving and promoting local craftsmanship. It builds bridges between Africa, Europe and the Mediterranean basin, encouraging cultural exchanges and the transmission of know-how.



FASHION ENTHUSIASM PRIZE - Isabelle Vignoli-Barthelemy (5K) SALIM AZZAM - LEBANON

Salim Azzam, a graduate of the University of Alberta in Canada, created his eponymous ready-to-wear brand in 2016 in Lebanon. Born near Mount Lebanon Mountain, he draws inspiration from the region's female artisans and uses fashion as a tool to reimagine and revive the skills of artisan communities. In 2019, he won the Fashion Trust Arabia. In 2024 he signed a collaboration with Maison Cartier.

Shortlisted for the Fashion Enthusiasm Award, his approach is rooted in a desire to create ethical and sustainable employment opportunities. He currently employs 60 craftsmen in his workshop.

PRESENTATION OF THE WINNERS

JUDY SANDERSON



ZOUBIDA



BURC AKYOL



SALIM AZZAM



GOMIS



MAISON KÉBÉ



XYLOMANCIA



MONICA TITTON



MOSSI



Visuals and credits on request.

The jury

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

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

Olivier Gas, CEO at Gas Bijoux

Anissa Touati, Independent Curator

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

Hélène Altmann, Fashion Journalist

Patricia Bismuth, Lawyer specialist in trademark and copyright law

Hélène De Buhren, 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

Sophie Theallet, Fashion Designer

Corinne Vezzoni, Architect

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

Antik Batik Prize

Gabriella Cortese, Founder and Creative Director of Antik Batik



Fonds de Dotation Maison Mode Méditerranée

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Partners



CHANEL

LVMH



Fragonard
PARFUMEUR

ANTI-K BATIK



Musées de Marseille

occidente
ECOCOLLECTION - CÔTE D'AZUR FRANCE

SAKINA M'SA

