French Federation of Women's Ready-to-Wear picks five labels for mentorship programme

By Anaïs Lerévérend - 2 September 2019

The 2019-20 vintage of the Talents programme has been revealed. The mentorship and business accelerator programme created by the French Federation of Women's Ready-to-Wear, supported by DEFI (the Committee for the Development and Promotion of Apparel), recently announced the five emerging labels selected for the programme’s third edition: Avnier, Mii, Coralie Marabelle, Elise Chalmin and Noyoco.

While Talents will be unveiled on September 19, at the Galeries Lafayette Haussmann department store in Paris, a first pop-up store showcasing seven of its previous participants (Côme, Da/Da, Karine Lecchi, Les Expatriés, Maison Château Rouge, U.N.X and Miko Miko), the new crop of mentees will begin their year-long journey on
September 11.

The goal of the Talents’ annual mentorship programme is to bring these labels to the next level, bolstering their executives’ expertise by identifying specific areas of improvement which will enable them to better organise their companies and fine-tune their market positioning, via managerial training and expert coaching tailor-made for each mentee.

To be picked for Talents, an applicant must be “a creative label with strong commercial potential.” This is undeniably the case of the five labels selected: Avnier with its mixed-gender streetwear which was instantly popular under the aegis of Sébastian Strappazzon and rapper Orelsan; Coralie Marabelle, already the recipient of various awards for creativity and which opened its first store in Paris last year; the imaginative Elise Chalmin, which caught the eye with several collaborations; Noyoco, which has opened two stores in the French capital since its launch five years ago, with a unisex positioning and eco-responsible approach; and finally Mii, which showcased its fine craftsmanship in the accessories segment before launching a women’s ready-to-wear line two years ago.

The five labels picked this year feature a wide variety of styles, but not just that. “We are very happy to welcome this third cohort, which displays an interesting range of different business models,” said Pierre-François Le Louët, president of the federation.

“The Talents programme will enable these entrepreneurs to boost their skills in order to structure their fast-growing organisations and make them durable,” he added.

The programme consists of individual and collective sessions, with masterclasses and meetings between the labels involved, as well as with a mentorship committee composed of industry professionals which will assess the mentees’ progress.

By Anaïs Lerévérend
Translated by Nicola Mira

Copyright © 2020 FashionNetwork.com All rights reserved.