

3.15 - 4.15 pm

#5 Support and funding for brands



The Forum is animated by **Karine Vergniol**, Editor-in-Chief and Presenter, Goûts de Luxe Paris, BFM Business.



Mark Alizart, Director - LVMH Prize.

Mark Alizart has been the Director of the LVMH Prize for the Young Fashion designers since its creation.



Marilyne Bellieud-Vigouroux, Head of Public Relations and Sponsorship - M-MMM.

Marilyne Bellieud-Vigouroux is in charge of the public relations and of the patronage of the Maison Méditerranéenne des Métiers de La mode (MMMM). Driving force in the creation of the Institut Mode Méditerranée and of the Musée de La Mode de Marseille, Marilyne Bellieud-Vigouroux is also a bird's nester of talents and at the initiative, in 2010, of the Mediterranean Fashion Prize (MFP) and of the OPENMYMED Festival.



Nathalie Dufour, CEO - ANDAM.

Nathalie Dufour is the CEO of the ANDAM (Association nationale pour le développement des arts de la mode), initiative of the ministry of Culture and Communication and DEFI. The ANDAM is presided over by Pierre Bergé. For 25 years, as a pioneer, she has been assessing profiles combining creation, trade and management in the most harmonious way. Through the ANDAM, Nathalie Dufour has contributed to the launching of many young fashion designers and has supported them in their establishment.



With the support of **DEFI**
LA MODE DE FRANCE

With the collaboration of the **Fédération Française de la Couture, du Prêt-à-Porter des Couturiers et des Créateurs de Mode** and the **Fédération Française du Prêt à Porter Féminin**.

3.15 - 4.15 pm

#5 Support and funding for brands



Isabelle Ginestet-Naudin, Director of Creative Industries hub - BPI France Investissements.

Isabelle Ginestet-Naudin is Director of the « Creative Industries » hub at Bpifrance Investments. She is at the initiative of the first sectorial investment fund dedicated to creative industries "Patrimoine et Creation", as well as of the fund for "Savoir-Faire d' excellence" which invests in companies holding the label "Entreprises of the Patrimoine vivant" (EPV) in the sectors of gastronomy, decoration, culture and leisure or the tableware.



Priscilla Jokhoo, Director of Development and Business service - Fédération Française du Prêt à Porter Féminin.

Priscilla Jokhoo is Director of the Business Division at the Fédération du Prêt à Porter Féminin and in charge of the economic accompanying of the Ready-To-Wear brands along stages of development and financing.



Florence Philbert, CEO - IFCIC.

Florence Philbert is the CEO of the IFCIC (Institut pour le financement du cinéma et des industries culturelles), institution specialized in the financing of cultural and creative sectors. In the past, Florence Philbert worked with La Mairie de Paris, also with the ministry for the Economy and Finances and in ministerial cabinets. She was until July 2015 advisor to the Prime Minister in charge of the budget and public accounts. The IFCIC was created in 1983 at the initiative of the ministries of Culture and of Economy. Its mission is to ease, by banking warranties or direct loans, the access to financing of companies of the cultural and creative sectors.



Patricia Romatet, Director of Studies and Head of the IFM Labels program - IFM.

Patricia Romatet is professor and Director of studies at IFM. She is also heading the IFM Labels program. Her fields of expertise are marketing, construction of collections and management of creation.



With the support of **DEFI**
LA MODE DE FRANCE

With the collaboration of the **Fédération Française de la Couture, du Prêt-à-Porter des Couturiers et des Créateurs de Mode** and the **Fédération Française du Prêt à Porter Féminin**.

3.15 - 4.15 pm

#5 Support and funding for brands



Françoise Seince, Director - Ateliers de Paris.

Françoise Seince is Director of the Ateliers de Paris, a dynamic structure dedicated to Arts & Craft, Design and Fashion. Les Ateliers de Paris are altogether a promotion space, an incubator, an advisory center as well as a business development structure. Les Ateliers de Paris were born from the initiative of "La Direction de l'Attractivité et de l'Emploi de La Ville de Paris"; they benefit from Françoise Seince's expertise of more than 10 years in creative industries.



Laurence Sudre-Monnier, Fashion and Media Director - Fédération Française de la Couture, du Prêt-à-Porter des Couturiers et des Créateurs de Mode.

Laurence Sudre-Monnier is Fashion and Media Director with La Fédération Française de La Couture, du Prêt-à-Porter des Couturiers et des Créateurs de Mode. She coordinates the organization of the Paris Fashion Weeks and inputs several operations dedicated to promote young creation. Among those the selection committees of the brands to be registered in the calendars, the "Designers Apartment" showroom, the "New Now" Platform and the "Rencontres internationales du Textile et de La Mode" during the Festival International de Mode et de Photographie à Hyères. Today the Federation counts about a hundred prestigious members and ensures that Paris keeps its statute of International Capital of Fashion.



With the support of **DEFI**
LA MODE DE FRANCE

With the collaboration of the **Fédération Française de la Couture, du Prêt-à-Porter des Couturiers et des Créateurs de Mode** and the **Fédération Française du Prêt à Porter Féminin**.