

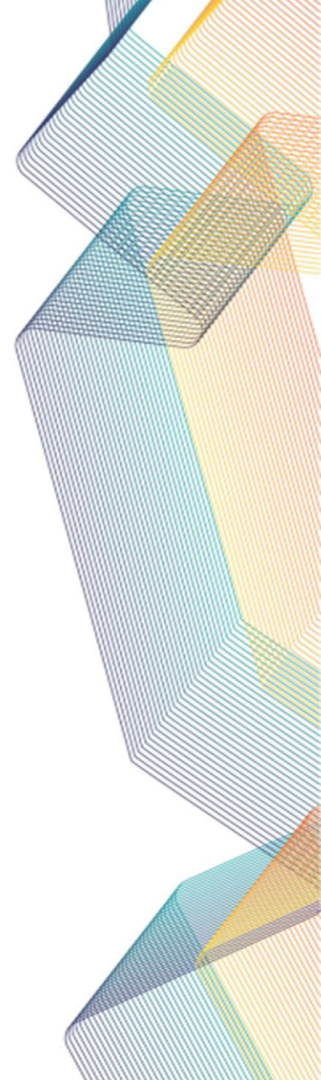


TEX-MED ALLIANCES

A research on Mediterranean Fashion Mediterranean Styles

*An introduction to the Round Table by
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**Alexandria
01-12-2021**



Lead Beneficiary



TEXFOR
Spanish Textile Industry Confederation
(Spain, Catalunya)

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www.enicbcbmed.eu/projects/tex-med-alliances

Partnership



CTN
Industrial Association
of Northern Tuscany
(Italy, Tuscany)



SEPEE
Hellenic Fashion
Industry Association
(Greece, Kentriki Makedonia)



CETTEX
Textile Technical Center
(Tunisia, Ben Arous)



MFCPOLE
Monastir El Fejja
Competitiveness Pole
(Tunisia, Tunis)



GACIC
German Arab Chamber
of Industry and Commerce
(Egypt, El Iskandanyah)



ACI
Amman Chamber
of Industry
(Jordan, Amman)



PFI
Palestinian Federation
of Industries
(Palestine)

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Mediterranean as an idea, a concept ...

“Mediterranean” ... is it a robust concept?
a meaningful idea?

How real vs. elusive is the word
“Mediterranean” in the market?

An introductory research



ENI
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European Commission
European Commission



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“Mediterranean” in my bookshelves.



7 Books

- History (3)
- Philosophy & Sociology (1)
- Languages (1)
- Geography (1)
- Tourism (1)

What about the market?



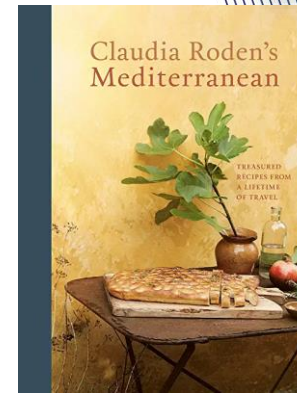
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ENI CRAMED
Centru Național de Cercetare și Dezvoltare în Inginerie

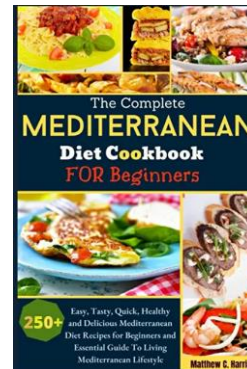
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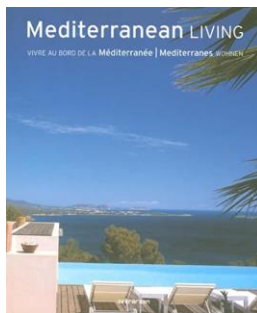
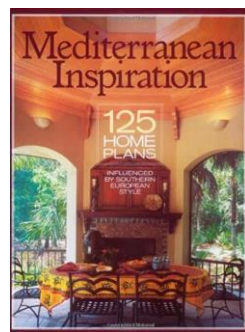
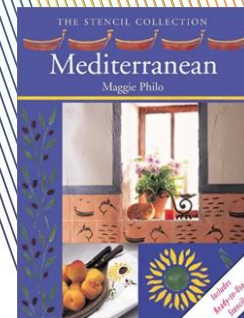
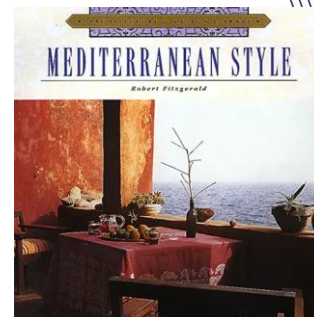
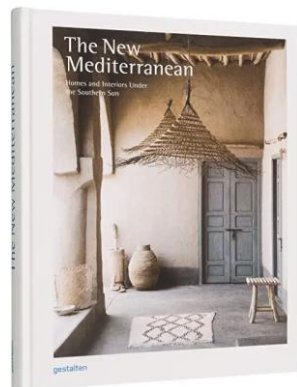
**Dozens of books
Written by
Americans!**



“Mediterranean” in Amazon: Style (interior design)

“Mediterranean Style” as interior or home design came in second position in terms of popularity.

Significant number of publications ... and not only by Americans!



“Mediterranean” in Amazon: Cosmetics & Fragrances

A third domain in which “Mediterranean” evokes an association is in Cosmetics and Fragrances.

International brands such as Hermes, Elizabeth Arden, Estee Lauder use the word “Mediterranean” in their labels.





... and what about
“Mediterranean” for fashion and clothing?



“Mediterranean” in Amazon: fashion & clothing

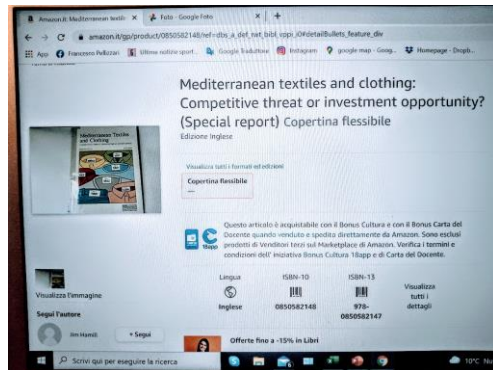
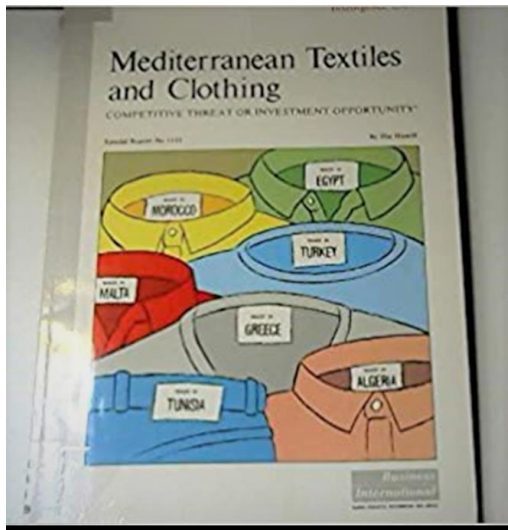
In fashion and clothing
“Mediterranean” means
Books of

- History,
- Tradition,
- Sociology ...

*“Antiquity – Ancient –
Tradition ...”*



“Mediterranean” in Amazon: textiles & clothing



A single book, a self published report by an unknown author. No price

A first finding

*In Amazon a “Mediterranean fashion”
does not exist.*

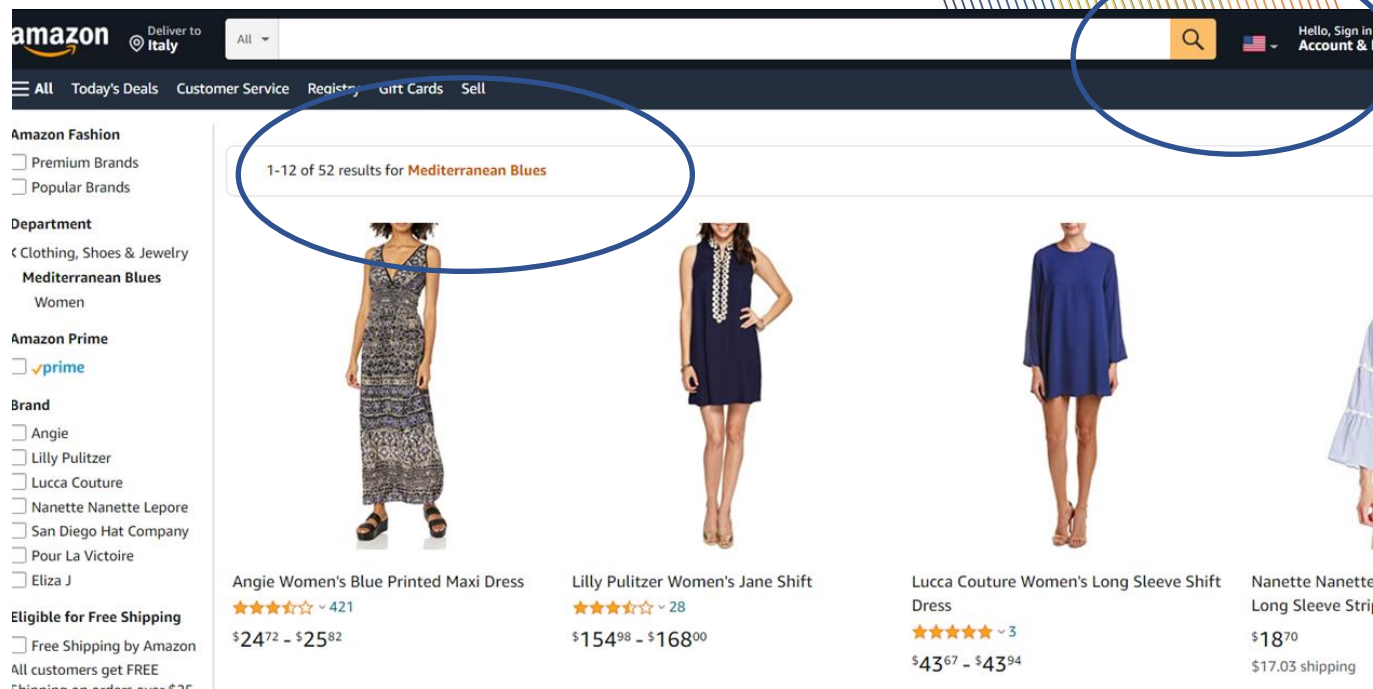
This outcome amazed me.

I extended my little, personal research.



“Mediterranean” in U.S. Amazon: Clothes

Only a limited number of items under the brand “Mediterranean Blues” and in the American Amazon website only.

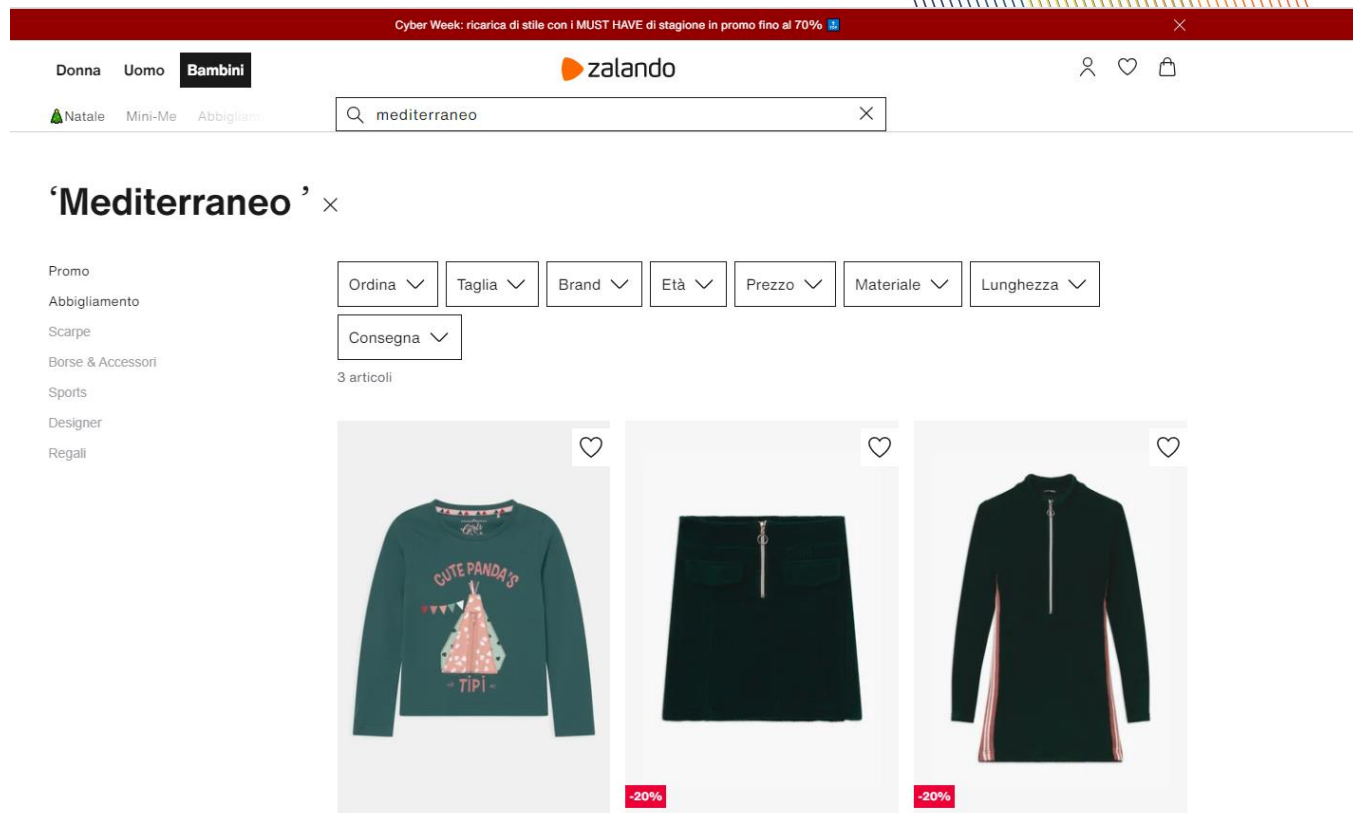


“Mediterranean/Mediterraneo” in Zalando

I tried also Zalando

...

Getting poor
Results as well...
only three items
very hardly evoking
the Mediterranean.



Surf the net: “Mediterranean fashion” in Google.



Home page

Oggi

Cerca

Finally I googled
“Mediterranean
Fashion”

....

Still meagre results
(Pinterest)

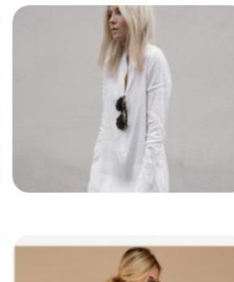
Mediterranean Fashion Style- Modern Princess ...



Splendorous Strokes | Fashion Illustrations-Girls Gift Ideas · Love the Mediterranean life? Be inspired to live and dress in a mediterranean style. Everything from the beautiful hills of France to the blue dreamy beaches of Dubai!! Mediterranean decor, Mediterranean style, Mediterranean design, Mediterranean furniture, modern mediterranean

37 follower

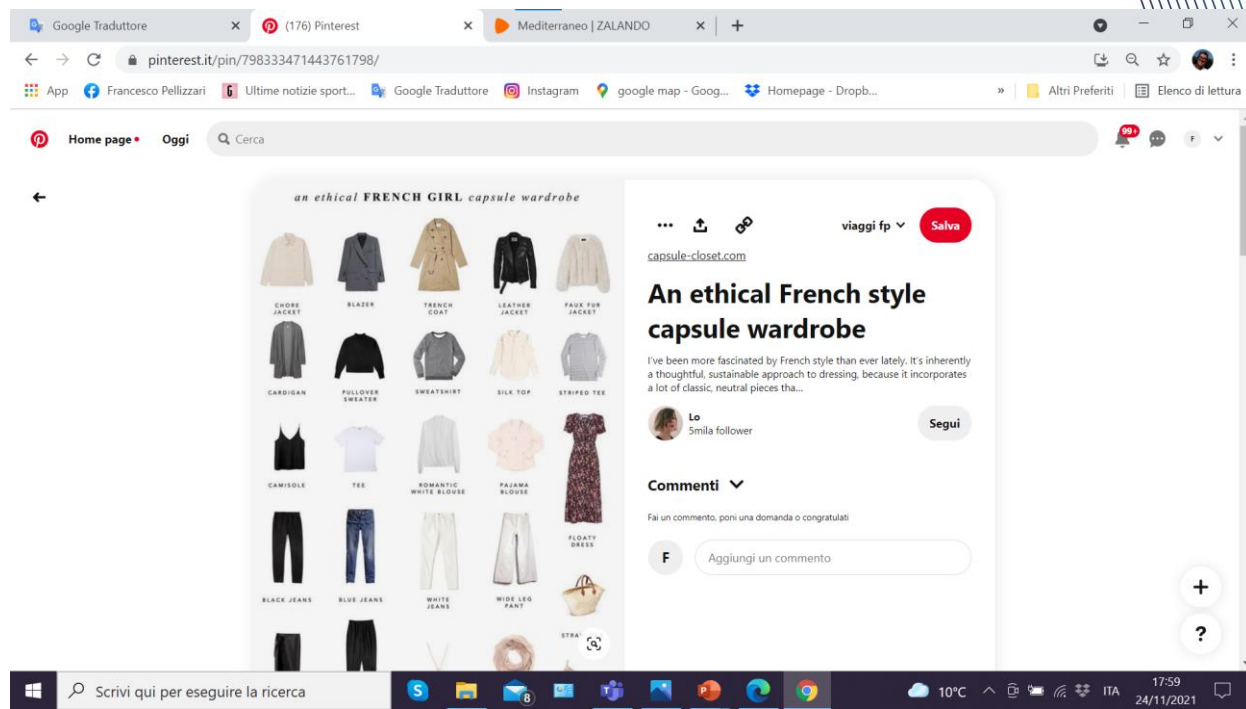
Condividi



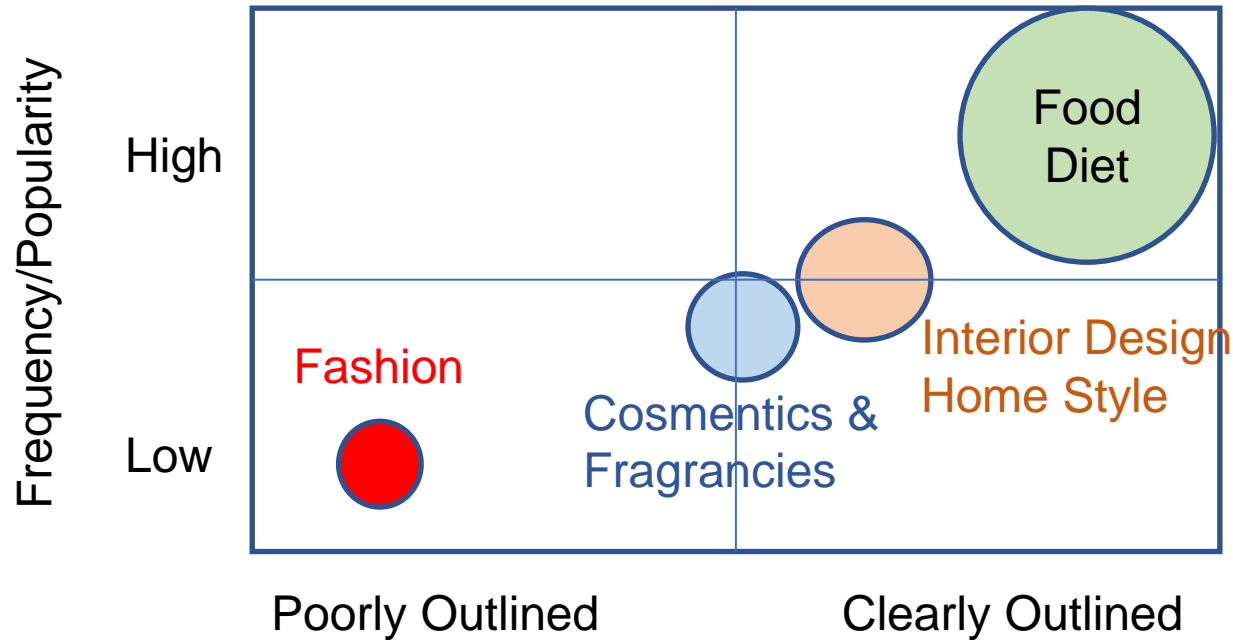
+

?

You search “Mediterranean Fashion” ...
you get “French Style”.



An assessment of findings about “Mediterranean”.



A conclusion

Apparently, the concept of “Mediterranean Fashion” is not well developed; it is still dim, undefined and poorly adopted by the fashion sector.

The Round-Table has a purpose.

Thank You!