



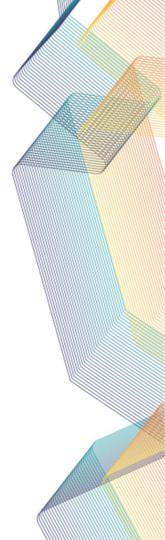
REGIONE AUTÒNOMA DE SARDIGNA EGIONE AUTONOMA DELLA SARDEGNA

## TEX-MED ALLIANCES

#### A research on Mediterranean Fashion Mediterranean Styles

An introduction to the Round Table by Francesco Pellizzari – Technical Assistance Manager

Alexandria 01-12-2021







#### **Contact persons**

Susanna Leonelli PROJECT COORDINATOR susanna@texmedalliances.eu

PP Contact Person

Mònica Olmos TEXFOR monica@texmedalliances.eu

#### www.enicbcmed.eu/projects/tex-med-alliances

TEXFOR

(Spain, Catalunya)

Spanish Textile Industry Confederation

#### Partnership

Lucca Pistoia Prato

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)

غرفة صلاعية عمان WWW CHAMBER OF INDUSTRY ACI

Amman Chamber

of Industry

(Jordan, Amman)



الاتحاد العام للصناعات الفل Palestinian Federation of Industries

PFI Palestinian Federation of Industries (Palestine)

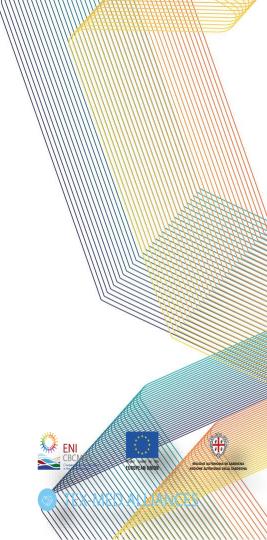
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Mediterranean as an idea, a concept ...

"Mediterranean" ... is it a robust concept? a meaningful idea?

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

An introductory research



#### "Mediterranean" in my bookshelves.



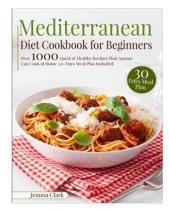
#### 7 Books

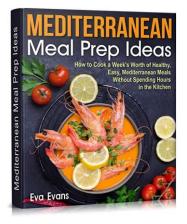
- History (3)
- Philosophy & Sociology (1)
- Languages (1)
- Geography (1)
- Tourism (1)

#### What about the market?

FNI

#### "Mediterranean" in Amazon: Diet/Food







Claudia Roden's Mediterranean



**M** 

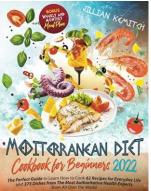
BY TEMA DUPIN

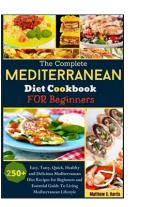
MEDITERRANEAN

DIET COOKBOOK

Mediterranean is largely associated with "diet".

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.

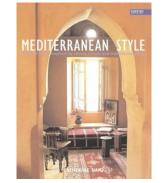
Significant number of publications ... and not only by Americans!





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Inspiration







MEDITERRANEAN





## "Mediterranean" in Amazon: Cosmetics & Fragrancies

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

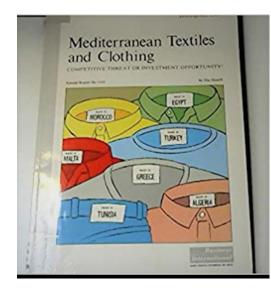
- History,
- Tradition,
- Sociology ...

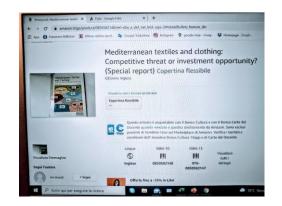
*"Antiquity – Ancient – Tradition …"* 





#### "Mediterranean" in Amazon: textiles & clothing





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



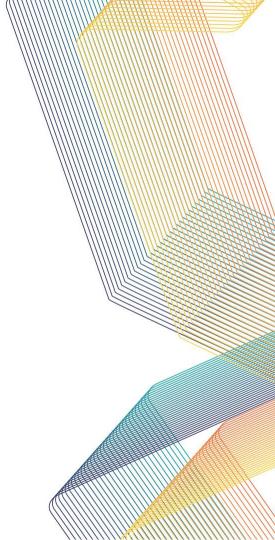
#### A first finding

In Amazon a "Mediterranean fashion" does not exist.

This outcome amazed me.

I extended my little, personal research.



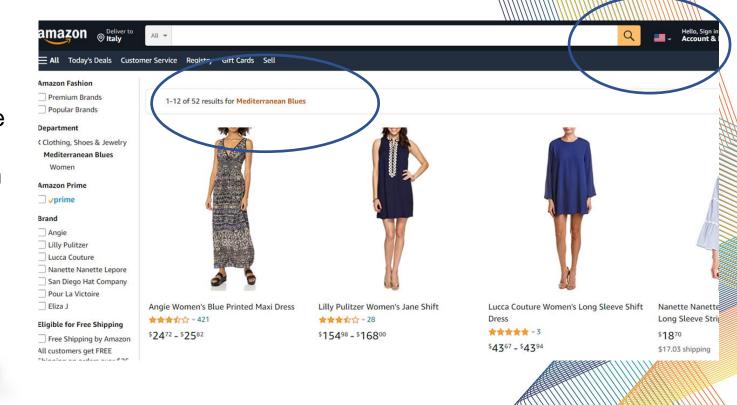


## "Mediterranean" in U.S. Amazon: Clothes

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



**TEX-MED ALLIANCES** 



## "Mediterranean/Mediterraneo" in Zalando

Donna

**A**Natale

Promo

Scarpe

Regali

Abbigliamento

Borse & Accessori

Uomo

Mini-Me

I tried also Zalando

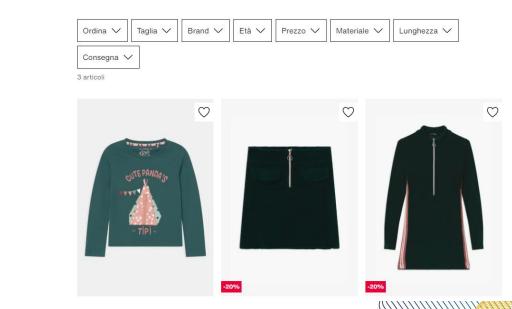
. . .

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

#### 'Mediterraneo ' ×

Bambin

Q mediterraneo



X

Cyber Week; ricarica di stile con i MUST HAVE di stagione in promo fino al 70%

zalando

2 0 A



**EX-MED ALLIANCES** 

## Surf the net: "Mediterranean fashion" in Google

D 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 Dubail! Mediterranean decor, Mediterranean style, Mediterranean design, Mediterranean furniture, modern mediterranean

37 follower

Condividi



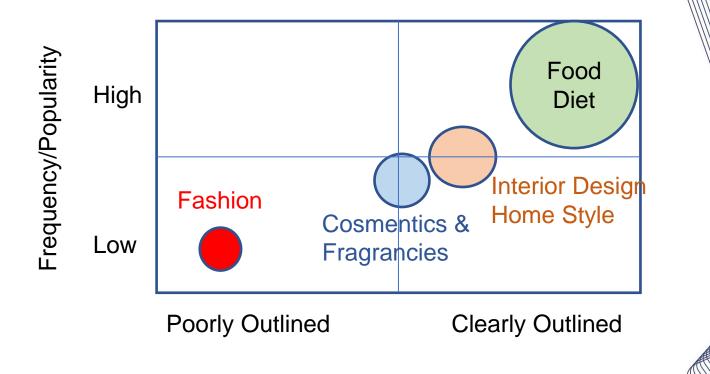


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## You search "Mediterranean Fashion" ... you get "French Style".

App 🚯 Francesco Pellizzari	<b>G</b> Ultime notizie s	port 🔯	Google Tradutto	ore 🔞 Instag	ıram 💡	oogle map - Goog 😻 Homepage - Dropb	» 🔋 🔝 Altri Preferiti 🛛 🗐	Elenco di lettura	
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				182	An	capsule wardrobe			
	CANDIGAN	PULLOVER		SILK TOP		a thoughtful, sustainable apprach to dressing, because it incorporates a lot of classic, neutral pieces tha	5		
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		n			PEGATY DRESS	F Aggiungi un commento			
	BLACE JEANS	BLUE JEANS	WHITE	WIDE LEG	A			+	
	-			-	5TRA (Q)			?	

#### 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!

