



TEX-MED ALLIANCES



THEMEDNEW

A BRAND FOR MEDITERRANEAN SUSTAINABLE FASHION

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Lead Beneficiary



TEXFOR
Spanish Textile Industry Confederation
(Spain, Catalunya)

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

Partnership



CTN
Industrial Association
of Northern Tuscany
(Italy, Tuscany)



SEPEE
Federica Fashion
Industry Association
(Greece, Attika-Macedonia)



CETTEX
Textile Technical Center
(Tunisia, West-Africa)



MFCPCLE
Munassa El-Fegh
Competitiveness Pole
(Tunisia, Tunisia)



GACIC
Garten Asia Chamber
of Industry and Commerce
(Egypt, El-Sakandariya)



AII
Amman Chamber
of Industry
(Jordan, Amman)



الاتحاد الفيدرالي للصناعات
التقليدية
Federation of Industries

FI
Federation of Industries
(Palestine)

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TheMedNew project identifies “Mediterranean” to stand for “creating together”. Together we are creating a unique concept by embracing and absorbing all the cultures, experiences, and perspectives to come up with a new Mediterranean Fashion Identity driven by a new brand, TheMedNew.

TheMedNew is the embodiment of different inputs that share common grounds for creativity in colours and styles, materials both natural and sustainable, and manufacturing skills apparent in its craftsmanship and attention to detail.

THEMEDNEW PRINCIPLES

1- Respecting fundamental human rights as prescribed by International Law, ECHR, and EU Law. UN Charter, UN International Pact on Economic, Social and Cultural rights, UN International Pact on Civil and Political Rights; European Convention on Human Rights (Council of Europe); European Union Chart of Fundamental Human Rights (2000);

2- Recognizing the efforts to create a Mediterranean space for dialogue and cooperation

3- Recognizing the commitment of TEX-MED ALLIANCES Project, and its Partners in applying the above-mentioned into the Textile and Fashion Industry and its Value Chain in the Mediterranean region

The benefits of being a member of THEMENEW:

- A registered trade mark which is an asset that gains in value by benefitting from the support of TEX-MED ALLIANCES and the combined efforts of the project partners who are present in different markets and countries.
- A synergy between your own brand and THEMEDNEW (co-branding) which adds value and scope to your business.
- An early market goodwill ensured by the public launch of the brand and the first collections THEMEDNEW.
- A free online Selling Platform (Marketplace), with B2C and B2B capabilities, for partners to start selling their products within THEMEDNEW network.
- A group of 8 leading Mediterranean Fashion & Textile industry organizations – partners of TEX-MED ALLIANCES – endowed with strong public relation capacities that can facilitate business contacts and visibility.
- The assistance of professionals, i.e. fashion designers, product developers and business consultants that will positively affect your business development and your marketing possibilities.



Just like the airline industry and many others before us, it is time for us to realize that alliances along the value chain is the only way to survive

Tex-Med alliances, and its 4 pillar initiatives (Fashion Restart, Health emergencies, dyeing small batches and Circular economy) combines excellent resources. The potential of complementarity is sizable and very real. What is difficult for most of our companies, is to see it and then stretch their hands out!

What THEMEDNEW is doing, and will continue to grow and do, is creating Mediterranean alliances throughout the value chain that are committed to our values.



WE ARE HERE TO HELP!



The management team of TMA consists of dedicated professionals
AND WE HAVE AN ARMY OF CONSULANTS TO HELP US ALONG THE WAY

1. THEMEDNEW will stay open to new memberships until the end of the project in Sept 2022
2. we will continue to help companies in creating alliances that share our values and commitments, and we will continue to promote the idea through events, social media and the press
3. We have already created a capable support team that will provide essential help to our companies, guiding them towards internationalization
4. The ultimate objective of our alliances is to project a strong, socially and environmentally aware image outward, towards other markets
5. At the end of the project the trademark, now a registered brand owned by TEXFOR, and all its other assets will be turned over to the private sector

And...

All of this brings us to the present time!

Alexandria – How more Mediterranean can you
get!

- A panel of specialists will discuss the values, common factors and flavours of “WHAT IS MEDITERANEAN FASHION”
- A matchmaking session consisting of the whole value chain will be working on what are the best possible ways to realize the required sustainability and alliances so desperately needed for the survival of our industry



Thank You for your
attention

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