

ITINÉRANCE

Paris, France

**ATELIER
BARTAVELLE**

Itinérance / Atelier Bartavelle

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Business Activity

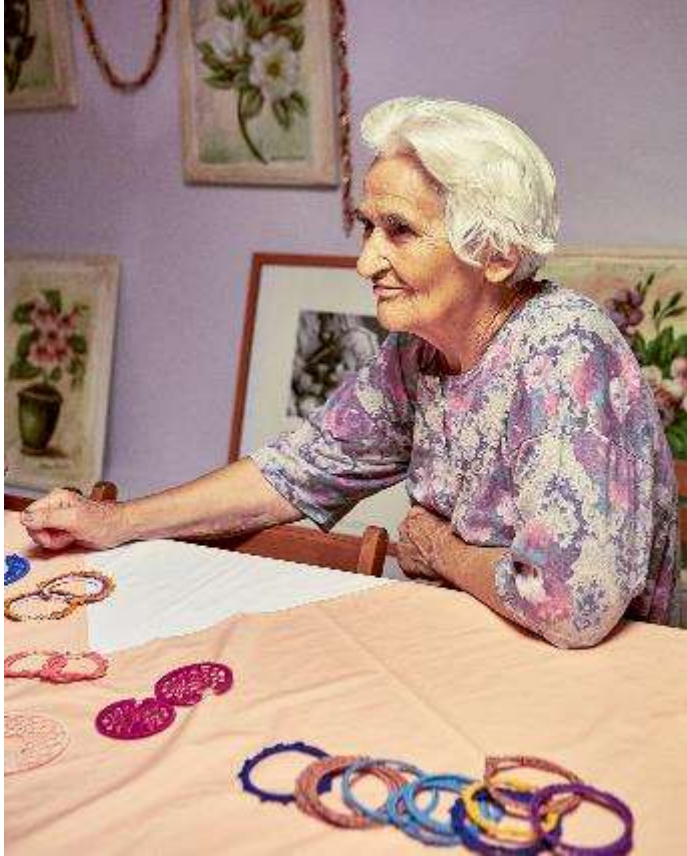
- **Atelier Bartavelle:**
A responsible brand of clothes based in Marseille.
- **Itinérance:**
A community of artisans and changemakers in the Mediterranean. It connects artisans to international fashion houses for mutual benefit.



- The textile industry has a strong **environmental and social impact** on the Mediterranean: the Mediterranean basin is the real textile workshop of Europe.
- Yet traditional **savoir-faire** are in decline, replaced by industry standards. If we do not act now, this know-how could all disappear.



- ITINÉRANCE links craftsmanship to ready-to-wear.



2 goals

- 1. To lead brands to change the way they produce
- 2. To produce editorial content to change the way we consume

Value chain scenarios



- **Impact:**
 - our support to women's communities,
 - the number of brands that collaborate with us
 - the communication, about responsible fashion.
- **Challenge:**
 - grow & nurture our network of artisans,
 - find grants & brands.



- Itinérance is about « co-creation »: any input is welcome!
- Building partnerships further / projects within the TCBL community in Mediterranean countries.
- Developing our knowledge and improving our ideas.



A group of women in a village are holding up white t-shirts with colorful Arabic calligraphy. The women are wearing headscarves in various colors like blue, red, and black. The background shows a dirt road and simple buildings. A large yellow rounded rectangle is overlaid on the center of the image, containing the text 'THANK YOU!'.

THANK YOU!

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