

PRESS RELEASE

BAGA COLLECTIF & SLOW FASHION WEEK MARSEILLE 2026

Sustainable fashion returns to Marseille from June 5 to 13, 2026.

Following a remarkable first edition, **Slow Fashion Week Marseille** is back from June 5 to 13, 2026, reaffirming its ambition: to make Marseille the French capital of sustainable fashion.

Led by the Baga collective, this week dedicated to sustainable creation brings together designers, craftspeople, committed brands and citizens around a shared vision: to imagine a more responsible, inclusive fashion rooted in its local territory.

As an answer to traditional, elitist Fashion Weeks and their disastrous environmental impact, Slow Fashion Week Marseille offers an alternative: an inclusive, committed Fashion Week accessible to everyone.

For nine days, the city of Marseille becomes a space for conscious fashion, where creation, knowledge-sharing, and experimentation come together.

PROGRAM

The week will open with an **opening ceremony on Friday, June 5**, held in the **Jardins des Vestiges of the Marseille History Museum**. This evening will officially launch the week with a press conference, followed by the presentation of the program, during a cocktail reception open to all.

Among the highlights, Slow Fashion Week will take over Fort Saint-Jean at the Mucem during the opening weekend on June 6 and 7. Activities will include natural dye workshops, talks, a collective artwork proposed by the brand Gomis, and an open-air fashion show by the brand MARJ. These events will create a dialogue between contemporary creation and Marseille's heritage, **in partnership with the Mucem** alongside its exhibition "*Mossi Traoré, la mode aussi*" (May 20 – November 16, 2026).

Another unique venue for this year edition : **the RTM tram maintenance site** at Sainte-Marguerite Dromel will host a collective fashion show led by the brands Strass Chronique and Kazuki. This project offers a new way of occupying usually invisible spaces and creating a dialogue between fashion craft and urban infrastructure.

The Baga collective is also proud to renew **its partnership with the City of Marseille**. Thanks to this valuable support, the program will extend across **several**

emblematic locations: a performance by Jade Tekhil at *Palais Longchamp*, a fashion show by Engagés Engagées at *Porte d'Orient*, a runway show by the students of Lycée Saint Louis at *Stade Jules Baudon*, the Salé fashion show at *Jardin de la Colline Puget*, a performance by the brand Captcha at the *Musée des Beaux-Arts de Marseille*... and many more events to come.

With a desire to foster openness beyond the regional territory, **Baga continues to invite one brand based outside the South of France Region**. After welcoming Maison Cléo from Calais in the previous edition, this year the Normandy-based brand Amour Collective will present its collection on Saturday, June 13. This invitation reflects shared values of mutual support and ethics, at the heart of the collective's mission.

That same day will also mark the closing of the week, with the runway show of Studio Lausié's class of 2026, held in another exceptional Marseille heritage venue, soon to be revealed.

But the program goes beyond fashion shows : participatory workshops, panel discussions, pop-ups, exhibitions, such as the immersive reuse exhibition *L'unique* at La Smala, as well as preview and parties like the Frankie Collection exhibition opening at Galerie Mesure Club on Thursday, June 11.

More than 40 events to discover, reflect on, admire, and experience sustainable fashion at every stage - from design to final product.

WHAT'S NEW

For this new edition, Slow Fashion Week Marseille continues to grow and strengthens its role as a platform for exchange between the different stakeholders of sustainable fashion.

A dedicated buying pathway will be introduced **in partnership with the WSN** group, a major player in professional fashion trade shows in Paris and worldwide. This initiative will allow buyers from department stores and concept stores to discover participating brands' collections exclusively within the events. Its goal is to support brand development by increasing international visibility and facilitating access to new commercial opportunities.

This edition aims to contribute to the economic development of both the represented brands and the Marseille region, while further promoting a more responsible and ecological approach to fashion.

A FIRST EDITION THAT MADE AN IMPACT

The first Slow Fashion Week, held in 2025, confirmed the growing interest in more sustainable fashion.

It brought together:

- more than 50 events across the city
- over 80 designers and committed brands
- nearly 10,000 visitors
- more than 150 national and international press mentions

A success that helped position Marseille as a true platform for upcycling and sustainable fashion brands seeking to transform the industry.

“MARSEILLE, CAPITAL OF RESPONSIBLE FASHION”

Now made up of more than 120 brands, professionals, and artisans in responsible fashion, the Baga collective promotes an engaged, inclusive, and supportive vision of fashion, helping Marseille shine as the French capital of responsible fashion in recent years.

Designed as a unifying moment, Slow Fashion Week aims to establish itself as a key event for sustainable fashion in Europe.

INFORMATION & CONTACT

Slow Fashion Week Marseille 2026

From 5 to 13th June 2026

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