

#designers

#fashion show

PROMOTE SOCIALLY CONSCIOUS FASHION AND SUSTAINABLE FASHION IN THE SOUTH REGION THROUGH EVENTS

Structure : BAGA COLLECTIVE

BAGA

MODE RESPONSABLE & ENGAGÉE

Marseille

Provence-Alpes-
Côte d'Azur

BAGA is an organization dedicated to promoting socially conscious fashion and bringing together sustainable fashion professionals from the South region through events such as Slow Fashion Week. Our collective is fully committed to fostering a fashion industry that is more responsible, ethical, inclusive, and people-centered.

Positive energy

Our association already has nearly a hundred members. Through this collective, we provide a network, tools, and a platform that allow us to champion our values loud and clear and help designers develop their projects.

Creating beauty from nothing

We promote environmentally friendly fashion based on the reuse of materials, waste reduction, and the promotion of sustainable craftsmanship. Scraps, unsold items, discarded materials: in

our hands, they become unique fashion pieces.

Promoting inclusive and ethical fashion

Marseille and its region are our playgrounds, rich in history, craftsmanship, and creativity. Our fashion is inclusive and mindful of both the Earth and humanity. This region inspires and drives us: we aim to put Marseille on the fashion map in France. ?

OUR INITIATIVES:

In June 2025, the BAGA collective presented France's first Slow Fashion Week with one goal: to put Marseille on the fashion map in France. Mission accomplished, as the sustainable fashion week brought together over 50 events, nearly 80 designers, and an audience of 10,000 people.

Fashion shows, hands-on workshops, pop-ups, exhibitions, conferences, performances, and open houses: members of the BAGA collective showcase rare craftsmanship and upcycled & sustainable collections at free events open to everyone. Over 50 events to discover, reflect on, admire, and experience sustainable fashion at every stage of the process, from design to the final product.

Liens

<https://baga-collectif.fr/>