5. A type I or type II transmembrane fusion protein comprising the following fragments, successively:

a) optionally, a signal peptide;

b) a protein or a peptide of interest;

c) a coiled-coil domain or oligomerization sequence, which does not originate from a virus; and

d) a domain for anchoring in the plasma membrane, consisting of a transmembrane segment and a cytosolic segment, preferably a domain for anchoring in a plasma membrane of which at least one portion is typical of lipid rafts,

wherein said protein or peptide of interest is selected from the group consisting of allergens and immunogenic fragments thereof, cell surface proteins and immunogenic fragments thereof, proteins and peptides that are accumulated in chronic or neurodegenerative diseases, proteins and peptides involved in hypertension, immunoglobulins and immunogenic fragments thereof, cytokines and immunogenic fragments thereof, and hormones and immunogenic fragments thereof.

6. A nucleic acid encoding a fusion protein as claimed in claim 5.

7. A host cell or a vector comprising at least one nucleic acid according to claim 6.

8. The virus-like particle according to any one of claims 1 to 4, for use in therapy.

9. The virus-like particle according to any one of claims 1 to 4, for use in allergen immunotherapy, wherein said protein or peptide of interest is selected from allergens and immunogenic fragments thereof.

10. A method for producing virus-like particles according to any one of claims 1 to 4, comprising the expression of the nucleic acid as claimed in claim 6 in eukaryotic cells.

11. The method according to claim 10, characterized in that the eukaryotic cells are plant cells, and in that it comprises the following steps:

a) transformation of agrobacteria with an expression vector comprising a nucleic acid according to claim 6~~5~~ functionally linked to a strong promoter; and