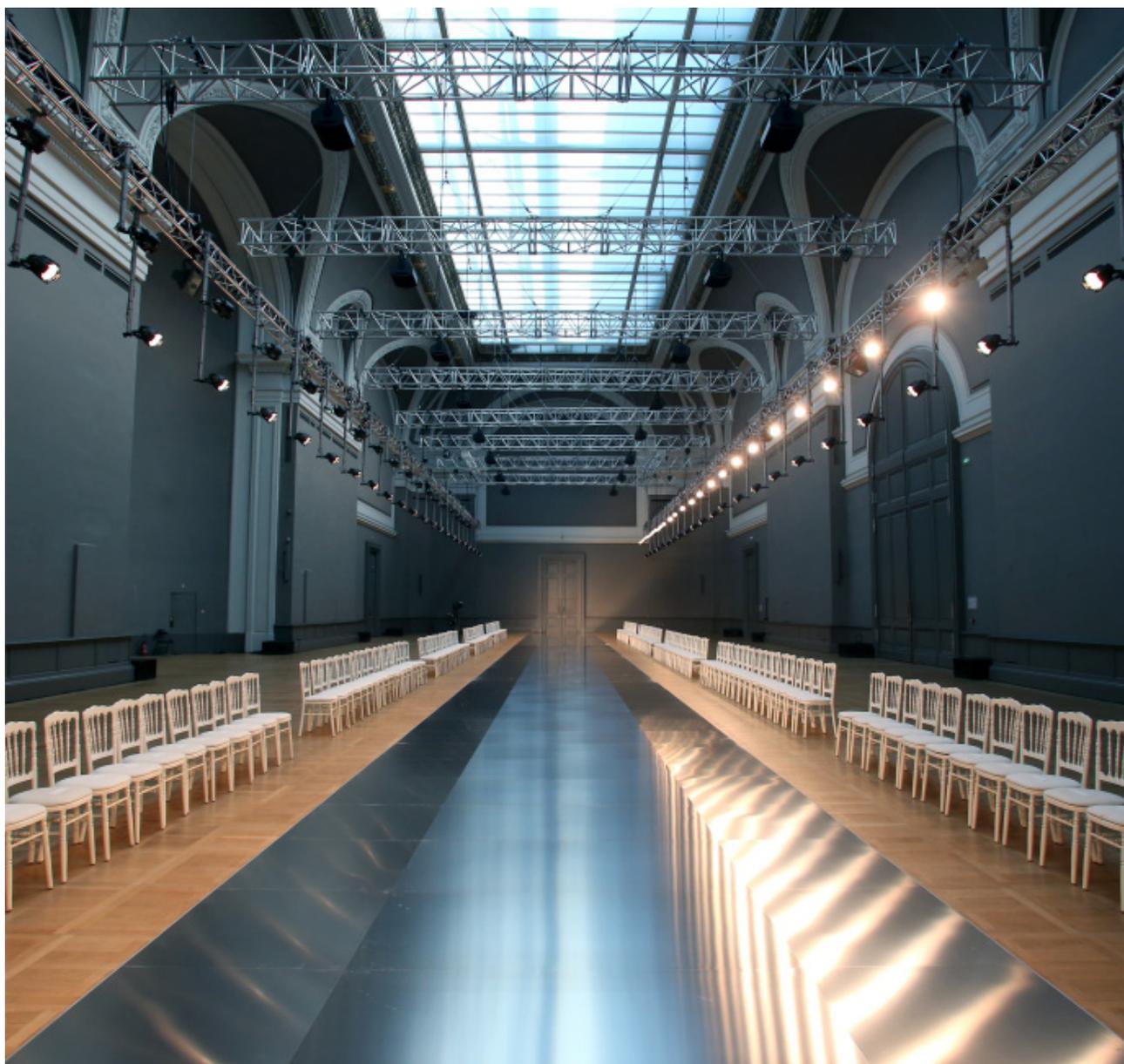


Maison Margiela
PARIS

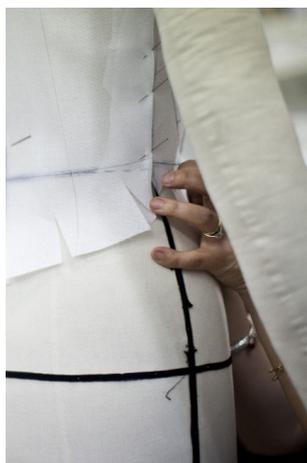


Maison Margiela is a fashion house founded in 1988 by Belgian designer Martin Margiela. Based in Paris, the house creates womenswear and menswear according to the very unique principles imagined by Martin Margiela himself, a philosophy in which deconstruction and heritage go hand in hand to create designs that showcase fashion as an art of meaning rather than a cult of personality. Maison Margiela crosses the fashion spectrum from its 'Artisanal' range, which has held the « Haute Couture » accolade since 2012, through ready-to-wear and accessories.

John Galliano was named Creative Director of the house in 2014, bringing his sense of spectacle and creative mastery to the very specific ethos of Maison Margiela. Whilst developing his own vision for the house, John Galliano has entirely respected the Martin Margiela state of mind, creating a fascinating organic process.



- **1988** Martin Margiela founds the fashion house, establishing a dress code for all employees, who wear a 'blouse blanche' as a homage to the uniform worn by the great figures of haute couture. The 'Artisanal' range is launched, recycling collected objects to create one-off designs.
- **1994** The 'Replica' concept is launched, reproducing garments sourced from all over the world.
- **1997** Launch of the contemporary line of ready-to-wear MM6.
- **1998** Men's line 10 is shown for the first time.
- **2002** OTB president Renzo Rosso becomes a majority share-holder in the house.
- **2004** The house moves to its current headquarters in Paris' 11th Arrondissement, a former convent and industrial design school, whose unique atmosphere reflects the spirit of Maison Margiela.
- **2006** The 'Artisanal' line debuts during Haute - Couture week as a correspondent member, gaining full membership in 2012.
- **2007** Launch of Line 8 Eyewear.
- **2008** Arrival of Line 12, Fine Jewellery.
- **2009** Publication of the house's retrospective book by Rizzoli.
- **2010** The house's first perfume, (untitled), signals the beginning of Line 3, Fragrances.
- **2012** The 'Replica' concept is applied to scents with a collection of perfumes replicating moments and atmospheres.
- **2014** John Galliano is named Creative Director of Maison Margiela.
- **2015** The first collection designed by John Galliano, an 'Artisanal' show, is presented in London.
- **2016** The iconic 5AC bag joins Line 11, Accessories.



For John Galliano, the idea of layering and **cross-pollination** also occurs between the collections themselves, with the 'Artisanal' range functioning as the summit of a creative pyramid. Details from each 'Artisanal' collection function as an inspiration for ready-to-wear in a fluid design process which showcases the idea of a shared spirit. John Galliano's arrival at Maison Margiela has also heralded a focus on the desirability of the designs themselves, as well as a sense of story-telling and **femininity** essential to his vision of fashion. Within this vibrant approach, elements of the house's historic codes appear, whether the central idea of trompe-l'oeil and illusion, or the iconic Tabi split-toe boot. This permanent homage with regard to Martin Margiela's original philosophy is essential to the existence of the Maison itself.



The four white stitches

One of the most distinctive codes of Maison Margiela, initially used to make the label sewn inside disposable and now a true signature of the brand



The Lining

A leading concept developed by John Galliano, the « anonymity of the lining » sees the traditionally discreet inner layer becoming a central focus of a design

The blouse blanche

A symbol of unity within the Maison ; erases hierarchy and nods to the haute couture ateliers of the past.



'Replica'

Pieces that have already stood the test of time are sourced and brought back from all over the world, and then faithfully reproduced in a capsule collection.



JAZZ CLUB

The setting is a jazz club in Brooklyn, frequented from generation to generation. An anthology of classic notes and coppery tones, between deep armchairs and a handful of bar stools. Subdued lighting reflects against a piano stained with overlying cocktails, transporting liquor-infused notes. “What an incredible presence these New York jazz clubs have! Melting pots of masculine scents, as exhilarating as the aroma of cigars, leather, whisky and rum... To illustrate this ambiance, I used a rum cocktail, vetiver, tobacco leaves and a vanilla pod” says Aliénor Massenet, a perfumer-designer at IFF, who created the first masculine ‘Replica’ fragrance. ‘Jazz Club’ is woody, oriental, sweet and intoxicating. A rich score, with a fresh vibrato at the start and a trio of pink peppercorns, citrus and neroli. Its rum notes play with orange and bitter orange, enriched with sage. A balmy base scent, styrax is added to vanilla, tonka bean, vetiver, and tobacco leaves, lending an overall melody of leather and liquor.

TOP NOTES: Pink pepper, Primofiore lemon, Neroli oil

MIDDLE NOTES: Rum absolute, Clary sage oil, Java vetiver oil

BASE NOTES: Tobacco leaf absolute, Vanilla bean, Styrax resin



SHOWER GEL
Jazz Club

30 ml / 1 fl. oz
50 ml / 1,69 fl. oz
120 ml / 4 fl. oz

SHAMPOO
Jazz Club

30 ml / 1 fl. oz
50 ml / 1,69 fl. oz
120 ml / 4 fl. oz



BODY CREAM
Jazz Club

30 ml / 1 fl. oz
50 ml / 1,69 fl. oz
120 ml / 4 fl. oz

CONDITIONER
Jazz Club

30 ml / 1 fl. oz
50 ml / 1,69 fl. oz
120 ml / 4 fl. oz

SOAP IN FLOWPACK
Jazz Club

30 gr / 1,05 oz
50 gr / 1,76 oz



SHOWER GEL
Jazz Club

40 ml / 1,35 fl. oz
70 ml / 2,36 fl. oz



SHAMPOO
Jazz Club

40 ml / 1,35 fl. oz
70 ml / 2,36 fl. oz



BODY CREAM
Jazz Club

40 ml / 1,35 fl. oz
70 ml / 2,36 fl. oz



CONDITIONER
Jazz Club

40 ml / 1,35 fl. oz
70 ml / 2,36 fl. oz



BATH SALTS
Jazz Club

60 gr / 2,11 oz



REFRESHING TOWEL
Jazz Club

BATH OIL IN BOX
Jazz Club

100 ml / 3,4 fl. oz



LAZY SUNDAY MORNING

Silky-smooth skin, crumpled linen sheets and the reassuring scent of fresh laundry. “In the beginning, there was colour: white - luminous, virginal, immaculate. With ‘Lazy Sunday Morning’, time stands still, leaving only memories and sensations. A heavy, enveloping loral fragrance, with notes of lily of the valley and patchouli in its purest form, melt together into a white abyss. A festival of white and creamy musk, lifted by an aldehyde note boosting the sensation of freshly washed laundry, dried-out in the blazing sunshine.

TOP NOTES: Aldehydes, Pear Agreement, Hugger agreement

MIDDLE NOTES: Iris Agreement, Absolutely pink, Orange flower arrangement

BASE NOTES: White moss agreement, Indonesian patchouli oil,
Absolute of ambretta seeds

TEA ESCAPE

The city bustles, noisy and frenetic. At the heart of this infernal chaos lies a silent alcove. The light silk of a blouse, tatami mats, a veil of steam, the clinking of a Japanese tea service. ‘Tea Escape’ echoes a secular Japanese tradition. ‘Tea Escape’ is a perfume of contrasts; it balances the duality between crisp, intoxicating notes of green tea and the enveloping notes of puffed rice.” By launting both its fresh and gourmand facets, Tea Escape proposes a resolutely modern approach to this ancient ingredient.

TOP NOTES: Essence of bergamot, Mint, pink pepper

MIDDLE NOTES: Absolute of jasmine Sambac, Ottoman flower, Green tea

BASE NOTES: Absolute mate, Puffed rice, Milk Agreement

FUNFAIR EVENING

In the mild nighttime air you hear the sound of laughter and playful melodies. Darkness is interrupted by colored neon glows; the color reigns vibrant and explosive. A scent of sweets fills the air. From the first breath, you will experience the festive atmosphere of the fair.

TOP NOTES: Petit grain, Caramel apple, Pear ester, Star anise, Neroli

MIDDLE NOTES: Pink Infusion of Morocco, Tuberous,
Infusion of orange flower in Egypt

BASE NOTES: Ambrox, White musk, Vanilla of Tahiti, Caramel



SHOWER GEL
 Lazy Sunday Morning,
 Tea Escape, Funfair Evening

40 ml / 1,35 fl. oz
 70 ml / 2,36 fl. oz



SHAMPOO
 Lazy Sunday Morning,
 Tea Escape, Funfair Evening

40 ml / 1,35 fl. oz
 70 ml / 2,36 fl. oz



BODY CREAM
 Lazy Sunday Morning,
 Tea Escape, Funfair Evening

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SHOWER GEL
 Lazy Sunday Morning,
 Tea Escape, Funfair Evening

30 ml / 1 fl. oz
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 120 ml / 4 fl. oz



SHAMPOO
 Lazy Sunday Morning,
 Tea Escape, Funfair Evening

30 ml / 1 fl. oz
 50 ml / 1,69 fl. oz
 120 ml / 4 fl. oz



BODY CREAM
 Lazy Sunday Morning,
 Tea Escape, Funfair Evening

30 ml / 1 fl. oz
 50 ml / 1,69 fl. oz
 120 ml / 4 fl. oz



CONDITIONER
 Lazy Sunday Morning,
 Tea Escape, Funfair Evening

30 ml / 1 fl. oz
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SOAP IN FLOWPACK
 Lazy Sunday Morning,
 Tea Escape, Funfair Evening

30 gr / 1,05 oz
 50 gr / 1,76 oz



Lazy Sunday Morning



Tea Escape



Funfair Evening