

**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.



At Maison Margiela the idea of a collective « we » overrides any sense of the individual. John Galliano himself has chosen to forego his legendary finale bows as a homage to this focus on the creative community. This sense of discretion is translated into the absence of any obvious logo or trademark, replaced by the understated presence of four stitches as a simple signature on every garment. The idea of transformation and reinterpretation is key, whether in the 'Artisanal' line with its notion of breathing new life into existing garments, objects and fabrics, or in John Galliano's leading concept of the « anonymity of the lining », as the traditionally discreet inner layer becomes a central focus of a design.

**The colour white** acts as the page on which the Maison Margiela creativity is written, marking collections with its simplicity as well as its status as a benchmark for the passing of time. Creations reflect this idea of layering between past and present, perfectly showcased in the new **5AC bag** with its combination of traditional savoir-faire and contemporary name and concept. Here again the lining reveals itself as a key feature.



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.

