

# Maison Margiela

PARIS

## MEDIA ALERT

### MAISON MARGIELA AND DAZED MEDIA CELEBRATE MUTINY AND DAZED BEAUTY AT A PARTY DURING PARIS FASHION WEEK

[Link to Images.](#) Courtesy of Stéphane Feugère:  
[Link to images.](#) Courtesy of Darren Gerrish @ Getty  
[Link to Images.](#) Courtesy of Flo Kohl

---

**PARIS, 26 SEPTEMBER 2018 - Maison Margiela and Dazed Media** hosted an exclusive party to celebrate Maison Margiela's new fragrance **Mutiny** and **Dazed Beauty**. The event was held at L'Aérosol and featured a DJ line-up comprising **Eclair Fifi, Clara3000, Skinny Macho B2B James Massiah** and **Fat Tony** alongside a special surprise live performance by **Princess Nokia**.

Guests in attendance included **Sasha Lane, Hanne Gaby Odiele, Teddy Quinlivan, Princess Nokia, Renzo Rosso, Rowan Blanchard, Stan Smith, Jefferson Hack, Paul Hameline, Isamaya Ffrench, Samirah Raheem** and **Jazelle Zanaughtti**.

They were joined by musicians and DJs including **Sibohan Bell, Mimi Xu, Cosima, Louise Chen, Soko, Mechatok, Kerwin Frost**; names from the world of fashion including **Imran Khan, Bunny Kinney, Catherine Baba, Lulu Kennedy, Elizabeth Fraser-Bell, Emma Allwood, Harris Reed, Isabella Burley, Ludovic De Saint Sernin, Olya Kuryshchuk, Phoebe English, A Sai Ta, Marc Thorne, Camille Charriere, Danielle Bernstein, Aiyana Lewis** models and actors including **Aymaline Valade, Aweng Chuol, Kelvin Bueno, Jess Cole, Sara Grace, Finn Buchanan** and artists, activists, photographers, filmmakers, poets and chefs including **Chloe Wise, Alana O'Herlihy, Daisy Walker, Lara McGrath** (The Goatdancer), **Matt Lambert, Jon Gray** and **Princess Gollum**.

The venue was creatively directed to bring to life the Maison Margiela *Mutiny* and Dazed Beauty partnership with a monochromatic colour scheme, bespoke projections, a #MyMutiny airstream and fly-posted walls.

## CONTACT

Maison Margiela, [presse@margiela.com](mailto:presse@margiela.com) | +33 06 75 84 63 10  
Dazed Media, [sophie.mcelligott@dazedmedia.com](mailto:sophie.mcelligott@dazedmedia.com) | +44 77 62 05 32 32

# Maison Margiela

PARIS

## NOTES TO EDITORS:

### ABOUT MUTINY

Mutiny is the new fragrance by Maison Margiela launching 26 September 2018. Formulated in the language of the house, the scent captures the codes cultivated by creative director John Galliano and marks the first perfume developed by the designer at Maison Margiela. The juice and its flacon reflect the deconstruction and subversion epitomised by the house and transform the techniques of Maison Margiela into the defiant character of Mutiny. Embodied in a multi-media campaign featuring six mutinists, each represents their own expression of these multi-faceted values: nonconformity, diversity and creativity. This is our mutiny.

### ABOUT MAISON MARGIELA

Established by the Belgian designer Martin Margiela in 1988, Maison Margiela was built on beliefs of authenticity, anonymity and re-conception, and signified a sense of anti-establishment in the fashion industry. Today, under the creative direction of John Galliano, concepts of redefinition and subversion take a new life, where normative codes of dressing are inverted and reversed in the proposal of a new wardrobe in sync with our mutual advancement. Ideas developed in the Artisanal Haute Couture line filter into the Défilé ready-to-wear and Menswear collections, forming a pyramidal creation process of designs and their anthropological values.

### ABOUT DAZED BEAUTY

Dazed Beauty is a next generation community platform dedicated to redefining the language and communication of beauty. Led by a newly appointed team that operates under the creative direction of make-up artist Isamaya Ffrench, the multi-platform channel celebrates beauty conveyed through the lens of creativity and self-expression; a definitive future archive of identity. It launched in September 2018 and is part of Dazed Media which comprises media brands including AnOther, Another Man, Dazed, Nowness and creative agency Dazed Studio.

### MAISON MARGIELA

International Communication Department  
163, rue Saint-Maur 75011 Paris  
+33 (0)1 44 53 63 20 / [presse@margiela.com](mailto:presse@margiela.com)  
[maisonmargiela.com](http://maisonmargiela.com)