



SPRING - SUMMER 2019 / THE COLLECTION

Spring/Summer 2019 represented the latest development of the MM6 Maison Margiela wardrobe for women, a distinct wardrobe with a streetwear identity - a democratic, egalitarian MM6 uniform. The line encompasses ready-to-wear for women, accessories, footwear and jewellery.

The notions of social and political responsibility are evident, influenced by the classic AIDES t-shirt created in 1994 by the house for the French charity of the same name. This led to the idea of the charity balls of the early 20th century, and the concept of charitable cast-offs.

Inspired by the idea of rediscovery and the 'replica' central to the ethos of Margiela, objects purchased from a vendor at the Paris flea markets at Clignancourt are used as the foundation of the collection. In turn, this Parisian heritage and tradition has been translated to London: the result is younger, alluding to the urban streetwear community evident in the latter city.

Sections of vintage garments, treatments to imitate distress, or entire reproductions at different scale are used. Age-crushed vintage dresses in satin are appliquéd to cotton sweatshirts; the satin bags used to package chocolates in the 1900s are scaled up, to become shift dresses. Colours are borrowed from a different time: pastel purple, pink and pistachio, the colours of the Belle Epoque, punctuated with black, white and denim blue.

These concepts explore ideas of sustainability - as vintage garments are recycled at flea-markets, so here ideas are recycled and reused, reappropriated and expounded in their entirety. These include Margiela ideas and signatures: narrow-shouldered cotton tailoring; patchworked denim; distressed leathers. The original AIDES t-shirt text - "THERE IS MORE ACTION TO BE DONE TO FIGHT AIDS THAN TO WEAR THIS T SHIRT BUT IT'S A GOOD START" - appears on garment exteriors, but also printed inside, on interior layers and unseen cotton labels.

A portion of the sales of every piece from the collection will be donated to benefit the not-for-profit organization AIDES.

References to original Margiela archival garments appear as photographic prints, a new form of replication. This notion of 'lookalike' is also reflected in the accessories: a slip dress becomes a handbag, the AIDES T-shirt is transformed into double function shoulder bag and the classic plastic shopping bags are reinterpreted in vinyl. The footwear plays with trompe l'oeil too, imitating the iconic 'tabi' boot with a sock inside a transparent plastic shoe or sandal. It is an homage to the original. Likewise, Margiela's 'cottons' are nodded to with lycra covers for accessories.

Jewellery is constructed from chandelier crystals like objet trouvé - they echo the decoration of the venue, blurring the line between space and body. Sunglasses are entirely covered with flocking, obscuring visions. It is an idea extreme enough to bring them back to functionality: to shade the eyes.

FABRICS

Polyester duchess satin; denim; cotton drill; leather; denim.

COLOURS

Lavender, violet and purple; pistachio; pale blue denim; black and white.

AIDES

Maison Margiela supports AIDES since 1994. Founded in 1984, AIDES is a French, leading community-based and led not-for profit organization fighting HIV/AIDS and viral hepatitis. AIDES' mission is to improve the lives of those infected and affected by achieving relevant changes in society sourced on the empowerment and mobilization of those communities.

CREDITS

Stylist: Robbie Spencer

Set designer: Derek Hardie Martin

Hair: Mari Ohashi at LGA Management using Davines

Make-Up: Nami Yoshida

Music: Frédéric Sanchez

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