



MM6 MAISON MARGIELA LAUNCHES SEE NOW BUY NOW CAPSULE

On occasion of the autumn/winter 2019 presentation in Milan, MM6 Maison Margiela unveils a see now, buy now capsule inspired by the creative concept behind the whole collection. The same concept will take over the venue in an immersive experience.

The brand proposes five MM6 classics revisited in a puffed up, soft, cozy version all in white, for a new and abstract, yet familiar wardrobe.

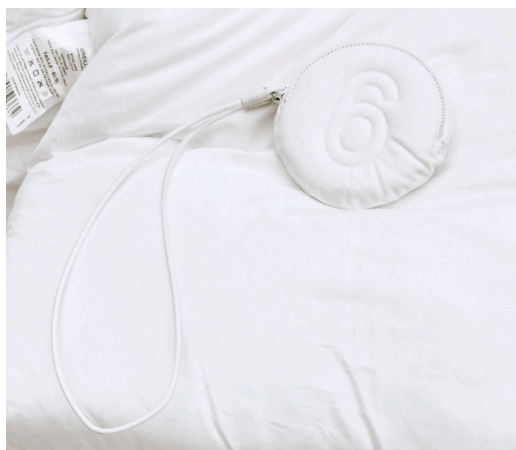
The five pieces include:

- White cotton padded scarf
- White cotton padded t-shirt
- White cotton padded Japanese bag
- White cotton padded "6" wallet
- White cotton padded dog keyring

The limited-edition capsule will be available in MM6 Maison Margiela boutiques and selected multi-brand stores, starting from the day of the presentation in Milan (February 20th 2019), beginning of March in Europe, second half of March in US, Hong Kong, and Japan.

These five exclusive items will be available also online on www.ssense.com from March 25th.

In line with the inclusive approach of the brand, the see now, buy now formula allows to include in the presentation not only press and buyers attending the event, but also the global community of MM6 fans.



MM6 MAISON MARGIELA
International Communication Department
163, rue Saint -Maur 75011 Paris
+33 (0)1 44 53 63 20 / presse@margiela.com
maisonmargiela.com