

Maison Margiela

PARIS

Icons Collection

November 2021

The *parfum* of a wardrobe is detected in its lingering scent: silhouettes and symbols distilled to their core. For the autumn of 2021, Maison Margiela introduces the Icons Collection, a new line of genderless wardrobe staples and formalwear founded in enduring codes developed for the house by Creative Director John Galiano. Captured in film by Olivier Dahan, it is now available in Maison Margiela stores worldwide.

The collection iconises garments and accessories infused with the spirit of permanence. Lasting impressions, which tie bonds of loyalty between a fashion house and its clientele, they embody quintessence: what makes us return to one dressmaker over and over again. Distinguished by its own brand identity, pieces in the collection carry red threading details, *decortiqué boutonnières*, trouser hooks, and five-hole buttons embroidered with the letter M. Signifiers, they convey a sense belonging to the discerning community that makes up the Maison's clientele and shares its values.

The Icons Collection builds on the existing lines 4 and 14 in the numeric coding, which has historically structured Maison Margiela: wardrobes for women and men devoted to elevated classics. Through the *creative pyramid*, which defines the house's approach to collections under the creative direction of John Galiano, Icons pieces are genderless proposals initially developed in the haute couture ateliers of the Artisanal Collection, industrialised for prêt-à-porter in the Co-Ed Collection, and selected, perfected and finally anchored in the Icons Collection. Permanently present in the Maison Margiela stores, these key pieces will be seasonally re-evaluated and refined. As new proposals evolve through the *creative pyramid*, further Icons will be added to the collection.

Garments and accessories featured in the Icons Collections embody the silhouettes and techniques entrenched in the genetics of Maison Margiela. The recently introduced idea of *inverted snobbery* – the act of transposing the placement of fine and humble materials – permeates the collection. Tailored coats adapt the house's transformative caped sleeve cut and *work-in-progress* top stitching, while cuffs are imbued with the *memory* of their own form. Trench coats reveal their tattersall lining through the *shadow play* of pockets, and employ *decortiqué* – the house term for reducing a feature to its core structure through cutting – on collars, pockets and cuffs. A puffer coat evokes the *capitonnage* of the signature Glam Slam bag, itself a fixture in the Icons Collections. Bias cutting is exercised in a silk suit and a draped hammered silk evening dress, while notions of *dressing in haste* and *ancestral hand-me-downs* are present throughout.

MAISON MARGIELA

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

facebook.com/maisonmargiela . twitter.com/margiela . instagram.com/maisonmargiela

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Materials

Drawing on principles of permanence, outerwear and tailoring in the Icons Collection are largely expressed through the heritage materials of the classic men's wardrobe: wools and herringbone, cavalry twill, cottons and shirting fabric, and tattersall cloth. A key motif at Maison Margiela, *anonymity of the lining* is activated through the elevation of lining materials, while padded fabrics form signature shapes. Denim trousers and knitwear in lambswool and cashmere underline the authentic core of the wardrobe. In eveningwear, silk plays into suiting and *frou* cut on the bias, and formal tailoring appears in silk duchesse and mohair with ottoman lapels.

Technique

The Icons Collection observes a number of Maison Margiela techniques established under the creative direction of John Galiano. The illustrative notion of *dressing in haste* continuously informs cuts, while garments evoke a sense of *ancestral hand-me-downs*. *Inverted snobbery* – the act of transposing the placement of fine and humble materials – appears in the composition of garments, and the shadow play of pockets that reveal their lining. *Décortiqué* – reducing an item or component to its core structure – is employed on collars, cuffs and pockets. A similar type of cutting is exercised in a *poverino* expression fused from a shirt, a knitted vest and lining material. *Work-in-progress* – the idea of freeze-framing chapters of a tailor's creative process – features in top stitching on tailoring. Finally, classic clothing elements are evoked as the *memory* of their own form.

Palette

Black, navy, grey and beige set the tone for the Icons Collection. The muted nuances are joined by heritage red, camel and olive. The presence of white further cements the Maison Margiela signature, such as the *bianchetto* treatment of denim trousers and boots.

Accessories

A signature shoe in the Maison Margiela wardrobe, the split-toed Tabi appears in the Icons Collection in black, white, beige and olive recycled rubber derbies and pumps, and bianchetto leather boots. The 5AC handbag materialises in olive rubber and white leather, while the Glam Slam features in its original white calfskin. Jewellery riffs on classic Maison Margiela pieces: silver bracelets engraved with the house's numeric coding – some with twists and gold contrasting – as well as bracelets and rings imbued with the trace of wear and time.

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