

# Maison Margiela

PARIS

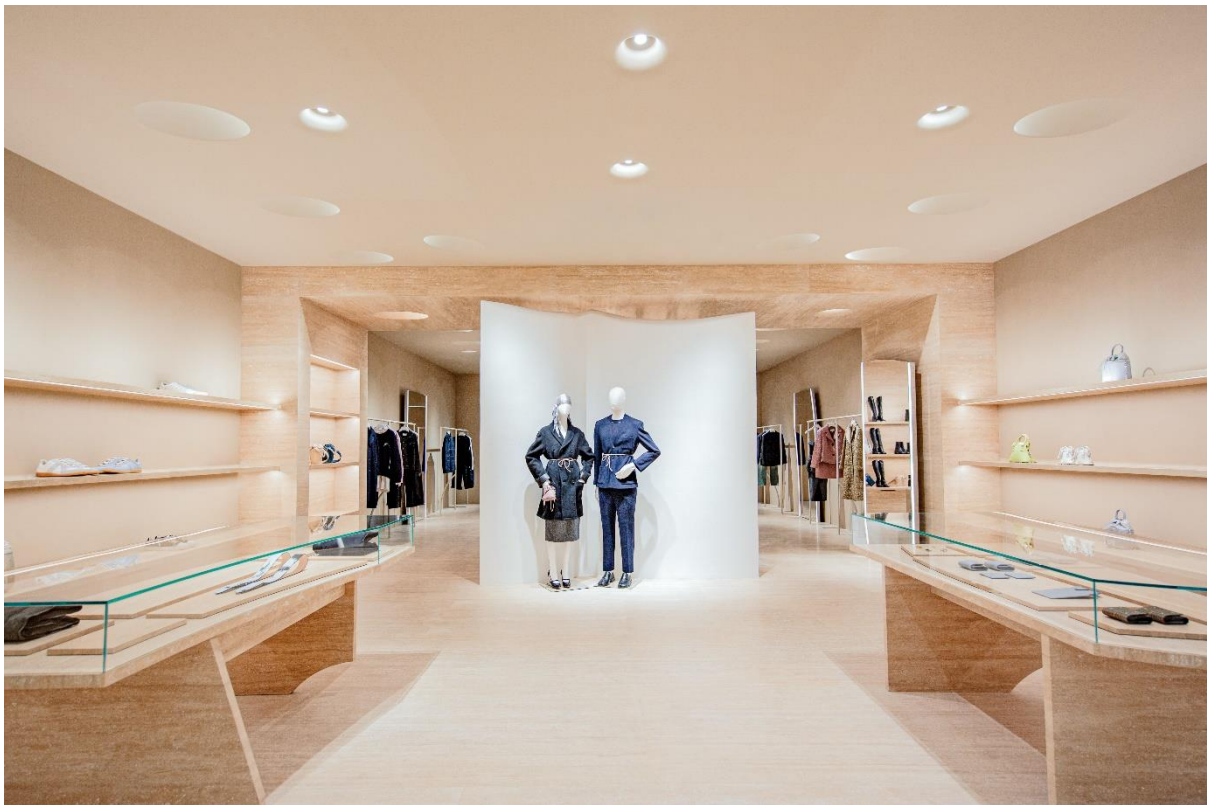
Maison Margiela open its first store in Macau



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Maison Margiela announces the opening of its first store in Macao at Macao the Londoner. The store's concept reflects the evolved visual language established at the house by Creative Director John Galliano.



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The design, which was first introduced in the gypsum-cast set of a Maison Margiela Artisanal show, interprets the Maison's iconoclast codes in façade and interiors. The store is an abstracted and inviting environment rooted in the notion of appropriating the inappropriate.

The 130-square meter boutique displays the complete range of Maison Margiela's men's and women's ready to wear collections, accessories, shoes, small leather goods, as well as jewelry and fragrances.



The defining structures of architecture – walls and columns – appear as detached objects. Artisanal furnishings reflect and alter ideas of familiarity. Familiar shapes skew in form, as they lean and fold around the demarcation of the space, drawing on ideas of dressing in haste native to Maison Margiela's vocabulary.

Hand-cast individually in textile molds, the surfaces of the plaster walls and columns retain the memory of fabric texture, sculpting dents, and evoke the notion of an irreproducible hand-spun tactility. The store encourages the human touch that created it.

Retained in their natural shade of plaster – the humble inside of a wall – the structures reflect the practice of anonymity of the lining, the house term for revealing the inside of a garment traditionally concealed and revealing the inner workings. The plaster's natural tonality further echoes the signature white of Maison Margiela.

Misfit furniture is designed in the memory of classic objects, deconstructed in form. The technique of *décortiqué* further materializes in shelves, display tables and seats carved in stained travertine, the natural indentations filled with colour-contrasting epoxy resin in optical white.

The ceilings and walls of fitting rooms – the most personal inner sanctums of a store – are coated in many layers of hand-brushed painted dark-green high gloss, creating a deep shimmering shine echoed in Japanese lacquer cabinets, conveying sentiments of glamour and the feelings of allure and familiarity that it generates.

The store concept for Maison Margiela debuted with the Bruton Street store in London, followed by Avenue Montaigne in Paris, Osaka, Japan, and Shanghai, China.

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## **Maison Margiela The Londoner Macao**

Location: Shop 1017A, Shoppes at Londoner, The Londoner Macao

Telephone: +853 2888 3335

### **About Maison Margiela**

Maison Margiela is a fashion house founded in 1988 by Belgian designer Martin Margiela. The Paris-based house is synonymous with uniquely unconventional principles, and 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. John Galliano was named Creative Director in 2014, bringing his sense of spectacle and creative mastery to the unique ethos of the house. Maison Margiela crosses the fashion spectrum from its 'Artisanal' collection, which holds the "Haute Couture" appellation since 2012, through ready-to-wear and accessories. Maison Margiela became part of OTB in 2002.

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