



MansourMartin

Paris, 19th of January 2021

**THE BELGIAN ARTISTIC DUO MANSOUR
MARTIN UNVEILS ITS AUTUMN WINTER
2021 COLLECTION: LIVING ROOMS.**

**A RESPONSIBLE WARDROBE FOR
ALL GENRES, ALL IDENTITIES TO BE
DISCOVERED DURING PARIS MEN'S
FASHION WEEK, ORGANISED ONLINE.**



“LIVING ROOMS”
AUTUMN WINTER 2021 COLLECTION

The collection invites us to discover a world inspired by furniture design and brutalism. Let's explore hues of green, brown and grey, inspired by the interiors of the 60's and textured materials, reminiscent of upholstery fabrics. The wardrobe is entirely unisex.

We can spot shades of green on a hand-knitted jumper made in Brussels, on a parka whose shape has been redesigned with straps at the end of the sleeves. Brown for a dry wool inspired by the upholstery fabric, and dyed with natural pigments, used to make a bomber and a coat buttoned on the sides. Mottled grey and black for tailoring and new stripes for oversized shirts.

The wardrobe also offers pieces borrowed from the essentials of a craftsman's uniform. A pair of trousers with multiple pockets made from a mix of sustainable and “upcycled” materials. An oversized shirt, also with several pockets, made from recycled wool.

“Fetish” pieces. A tailored suit in English wool with slits in the back, sleeves and side and seams, allowing you to glimpse the striped shirt worn underneath, creating a sensual silhouette. Black patent for shorts and a shirt in “upcycled” material hunted in Brussels.

Finally, homewear with leggings and tops in lycra, as a second skin, completes the collection.

A COMMITTED AND SUSTAINABLE COLLECTION

Each collection offers a multitude of textile innovations that reflect the brand's sustainable engagement. An exploratory tour of Europe to discover innovative textile start-ups was carried out before the launch of the brand.

The Lycra pieces are made from recycled polyester developed in the Netherlands. The printed parkas and bomber are made from recycled polyester from sea waste in Spain. The innovative printing process is also responsible using a waterless method.

The pieces are made in France and Belgium by independent craftsmen and small family-run factories, including a social reinsertion workshop in Brussels.



**AN ARTISTIC COLLABORATION WITH THE
LONDON AGENCY HOTEL CREATIVE**

This season the designers are collaborating across the Channel with the multidisciplinary design studio Hotel Creative, founded by Mitch Crook. The collaboration takes them into an “ultra-graphic” world with warped fade prints imagined by Mitch in whimsical colours that shake up the palette of this autumn collection. Poetically confronting the Living Room concept, the prints were dreamed up during London lockdown, and were inspired by the need for an imagined hyper-sensory escapism outside of the home. A parka, a bomber, an overshirt, and a line of lycra pieces make it possible to mix and match the different prints. Hotel Creative are a multi-disciplined design studio specialising in concepts, design and art direction. Founded in 2010 by Mitch Crook, and based in London, Hotel work with sports and fashion brands including Nike, Jordan, Converse, Gucci and Givenchy.



**THE LOOKBOOK DESIGNED BY BELGIAN
STYLIST AND PHOTOGRAPHER
BENOIT BETHUME**

The artistic direction of the lookbook is the fruit of the meeting between the designers and Benoit Bethume. A lookbook composed of photos taken inside an empty flat in Brussels where each silhouette of the collection takes possession of the space. Black and white “studio” portraits highlight the brand’s essentials, with the faces of the young Belgian generation, in the continuity of the previous lookbook.

**ONLINE SPHERE SHOWROOM, AND
PARISIAN PHYSICAL SHOWROOM**

The duo will present their new collection from January 19th online on the SPHERE website: official showroom of the Paris Fashion Week, operated by the Federation of Haute Couture and Fashion. The collection will be presented physically at the Mansour Martin Showroom: 26 rue Bouloi in the 1st arrondissement of Paris from January 19th to 22nd 10am to 6pm.

SPHERE
PARIS
FASHION
WEEK
SHOWROOM

BIOGRAPHY

In 2019, Mansour Badjoko and Martin Liesnard combine their artistic expertise and launch Mansour Martin in Paris. The Belgian designers offer a multitude of sustainable innovations, discovered during a tour of Europe. Sustainable and respectful fashion that explores the diversity of genders, for men and women. A wardrobe inspired by architecture, the city and pop culture, without borders. The products are handmade in France and in Brussels.

Mansour Martin products are available on mansourmartin.com and partner stockists



SHOWROOM MANSOUR MARTIN FW21

26 rue Bouloi 75001 Paris
19th – 22nd January
10am to 6pm

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