

MANSOUR MARTIN

SS22



SHORT STUDIES ABOUT SWIMMING POOL







EMBROIDERIES ATELIER COLLABORATION: IBABA RWANDA









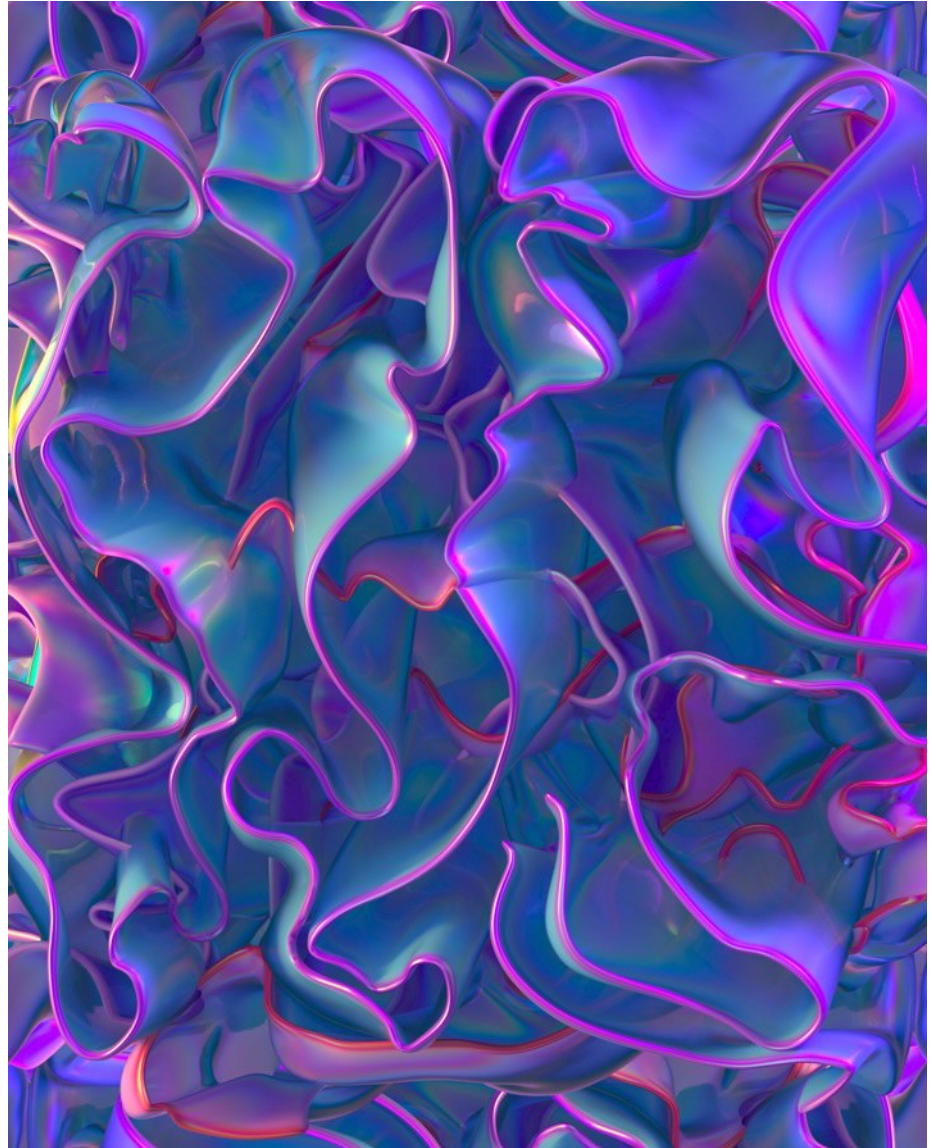












ART COLLAB SS22: MM + INÈS ALPHA











LOOK BOOK ART DIRECTION

Benoit Bethume & Mansour Martin

PHOTOGRAPHY & STYLING

Benoit Bethume

CASTING

William Lhoest

MODELS

Mouhameth Ndiaye

Paul-Émile Paillier

Luca Roncada

MAKE-UP

Janneke Croubels

EXCLUSIVE ART COLLAB

Mansour Martin + Inès Alpha

EMBROIDERIES ATELIER COLLABORATION

Ibaba Rwanda

ILLUSTRATIONS

Alexandre Barbier

MANSOUR MARTIN

Mansour Badjoko & Martin Liesnard

La Cité Miroir, Liège, Belgium

EMBROIDERIES ATELIER COLLABORATION: IBABA RWANDA



Embroideries Atelier Collaboration with Ibaba, an Embroidery Workshop based in Rutongo, Rwanda.

The IBABA project is all about women. A project promoting and supporting initiative and economic development for the empowerment of rural women in Rwanda.

Discover the Atelier here: [@ibaba_rwanda](https://www.instagram.com/ibaba_rwanda)

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Inès Alpha is a 3D virtual make-up artist based in Paris. She is known and famous for her surreal virtual masks.

She likes to create enchanted and fantastic versions of reality. She started experiencing with 3D while working as an art director in advertising, specialised in beauty and luxury. Her main body of work consists in the “3D makeup” series, where she pushes further the boundaries of makeup and beauty using 3D softwares and augmented reality. She tries to fantasise what complete aesthetic freedom of one’s appearance would look like.

She has created a print built with her 3D virtual masks elements which represents an aquatic fantastic world.

Discover her work on Instagram: [@ines.alpha](https://www.instagram.com/ines.alpha)

MANSOUR MARTIN



Created in Paris in 2019, Mansour Martin takes its name from the two Belgian designers & founders: Mansour Badjoko and Martin Liesnard. Their friendship started over 10 years ago and today they combine their respective experiences and complementary savoir-faire to create a designer brand, offering a sustainable, genderless menswear wardrobe for all identities with no boundaries.

Mansour Martin is built on the principles of respect, humility and multicultural explorations. Passionate about architecture, pop culture, design and urban life evolution, they create a sophisticated and whimsical universe. Masculine clothes for a curious, epicurean and dreamer man, also designed to appeal to women.

Animated by multidisciplinary arts, they invite and collaborate each season with different artists.

The creative duo shares a common passion and a commitment for a conscious, sustainable and respectful fashion. All clothes are exclusively produced in France, Belgium and Portugal and 75% are fully sustainable (organic cotton & wool, natural dye, recycled fabric and innovative waterless production processes). They are working towards being 100% sustainable in the upcoming collections.

Mansour graduated from both La Cambre in Brussels and the IFM, Institut Français de la Mode in Paris. He worked as a stylist for major fashion brands, while developing personal projects, creating theatre and dance costumes. He currently lives in Brussels.

Martin was introduced to sewing at the early age of four by his grandmother, a sewing teacher. He graduated in Fashion and Design Management from the University in Paris. He has worked in Marketing, Communication and Creative Project Management for major fashion, entertainment and perfume brands. He lives in Paris.

Today, they combine their respective knowledge as an artistic duo through the project Mansour Martin.

SUSTAINABLE DESIGN



SOLUTIONS + INNOVATIONS FROM EUROPE

Before launching Mansour Martin, we embarked on an exploratory tour of Europe to discover sustainable and innovative solutions. From start-ups to historical manufacturers, if you look well around you, you will find plenty of talents in Europe with wonderful projects. These passionate men and women are shaping a new generation that strives every day to make fashion better.

We endeavor to show a wide panorama of these solutions in each of our collections, which are more than 75% sustainable.

The environmental and social responsibilities are an integral component of the brand. Our desire and mission is to create responsible clothing, using sustainable and innovative fabrics, limiting our carbon footprint whilst respecting ethical practices and preserving craftsmanship.

We create with natural fabrics sourced in Europe and Japan. We also use recycled, up-cycled, organic fabrics, and eco-print solutions.

MANUFACTURING + SOCIAL

All our collections are currently made in France, Belgium and Poland by independent couturiers, family-run businesses and small manufacturers who share the same standards. Preserving and transmitting these savoir-faire and passions are essential to us.

We're very proud to work with the Belgian atelier Mulieris. They seek to enable women and men to reintegrate socially through sewing. They offer them training and allow them to acquire a skilled profession.

CONTACTS



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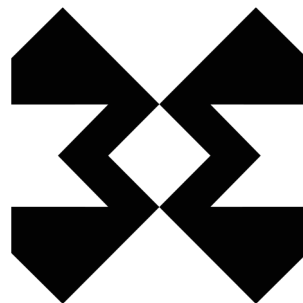
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