



**MWORKS / MANSOUR MARTIN**

Paris, January 19<sup>th</sup>, 2022

**Mansour Martin becomes MWORKS and unveils  
its new conscious collection for FALL/WINTER 2022**

Live: January 20<sup>th</sup>, 2022



Mansour Martin, the artistic duo of the Belgian designers Mansour Badjoko and Martin Liesnard, becomes MWORKS: a global brand dedicated to sustainability, fashion and art. Conceived as an "open hub", the label will welcome artists, garment makers, experts, but also other designers, to think together about a fair and respectful fashion. A new step in the development of their adventure, launched in 2019.

"MWORKS will be the logical continuation of Mansour Martin and will represent a universe that brings together all our convictions and our creative desires. The idea is to move away from an eponymous, egocentric concept and to reinforce the notion of exchange and sharing that we hold dear. To bring together under the same name all the people we invite for our various artistic and research projects." Martin Liesnard, Artistic Director of the brand.

**New collection, Fall Winter 22/23 entitled "Hybrid Manners"**

The collection was conceived as a poetic hybrid of our movements and contemporary clothing. The outerwear pieces play on proportions with a hooded poncho split by a zip and a coat with wide sleeves, structured by slits. A 'midnight blue' satin workshop suit, tightened at the waist. A whimsical tailoring suit consists of collarless jacket and trousers with a skirt wrapped around it. The volumes of the hooded shirt have been redesigned into an ultra large version, in camel striped poplin. A colour that echoes the vegan leather of the winter shorts with buttoned slits and an overshirt with multiple pockets. The gabardine trousers are modular. The green is punctuated by white and black inserts on uniform clothing. The six-colour logo is hand-painted by artist Aurélien Delahaies, with whom MWORKS has already collaborated, on natural jersey pieces.



As part of its "COWORKING" programme, MWORKS partners each season with an independent workshop to promote know-how and create collaborative clothing projects. This season, the brand is working with Les Trois Tricoteurs: a social and solidarity-based start-up located in Roubaix, founded by textile engineers from ENSAIT. Specialists in knitwear, they use technological innovations discovered in Japan that allow the creation of completely seamless knitted pieces. The result of the project is a loose knitted jumper textured with whimsical stripes made with Italian merino wool yarn in electric blue and black anchor versions.

### **Artistic collaboration with the talented illustrator Jeanne Detallante**

This season's print was created by Jeanne Detallante, a French artist and illustrator based in Brussels, who has worked with Prada, Miu Miu and numerous publishing projects. Jeanne created a pattern that blends brutalism and art nouveau, inspired by malachite stone, emerald and marble.



### **MWORKS: A panorama of European sustainable solutions and innovations**

Each MWORKS collection is a compilation of sustainable solutions sourced from across Europe. A meticulous work of research, meetings and mixing of innovations carried out for over 3 years. Today the brand has about twenty partners: start-ups, craftsmen, historical textile

manufacturers located in France, Belgium, Netherlands, Germany, Italy, Spain, Switzerland, Portugal...

The brand works with Nona Source (LVMH) to source upcycled fabrics. The jersey pieces are made of organic cotton and are manufactured in France. The printed organic cotton fabrics are developed in the Netherlands using an ecological printing process. The wools come from Italy and the corduroy from England. The buttons are French and made from natural or recycled elements. Some of the poplin and the vegan leather, made from 100% recycled nylon, come from Japan.

MWORKS also collaborates regularly with a vegetable pigment colouring workshop in Paris as well as with Ibaba, an embroidery workshop located in Rwanda that contributes to the social integration of women.



### **Tranoi Showroom, at Palais de Tokyo from January 20<sup>th</sup> to January 23<sup>rd</sup>**

MWORKS will present its new collection from January 20<sup>th</sup> to 23<sup>rd</sup> in Paris, at Palais de Tokyo, as part of the Tranoi showroom.

### **Biography MWORKS**

Based in Paris, MWORKS took its name from the letter “M” which is the common first letter of each of its 3 initial founders: Marie, Mansour, and Martin. The project has been founded in 2019 by the creative duo Mansour Martin (Mansour Badjoko / Martin Liesnard) joined by Marie Bernet who is working on the global development.

MWORKS is a Parisian based laboratory brand is a laboratory brand dedicated to sustainability, fashion, and art where artists, designers, experts, and other fashion creatives come together to explore the possibilities and to think together about a fair and respectful fashion.

Inspired by the evolution of modern ways of living, architecture, and contemporary cultures’ blend, MWORKS creates a conscious and sustainable wardrobe with an artisanal and hybrid approach to clothing.

Solutions and innovations are sourced in Europe and Japan. The clothes are made in France, Poland, and Belgium.

MWORKS products are available at [mworksparis.com](http://mworksparis.com) et partner stockists.

[mworksparis.com](http://mworksparis.com)  
Instagram: [@mworksparis](https://www.instagram.com/mworksparis)

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Discover the artist Jeanne Detallante: <http://www.jeannedetallante.com> / [@jeannedetallante](https://www.instagram.com/jeannedetallante)

Discover Les Trois tricoteurs: [www.lestroistricoteurs.fr](http://www.lestroistricoteurs.fr)

Discover the artist Aurélien Delahaies: [www.aureliendelahaies.com](http://www.aureliendelahaies.com)

Lookbook photos: Benoit Bethume @benoitbethume

Vidéo: Romain Claris <https://www.romainclarisfilm.com/>