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CAPSULE COLLECTION 2007

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For the first edition of the *DESTEFASHIONCOLLECTION* we wanted our choice to reflect the world of fashion within the social and economic context of the present time. Through our selection we are trying to make a portrait of the fashion world. We deliberately made our selection from very well-known brands. These days, the idea of an underground fashion scene is to us an obsolete idea. There is often misunderstanding about the idea of what is creativity in fashion, especially through the eyes of the art world. Due to the rise of "mass fashion retailers", we have witnessed during the past decade a standardisation of the dressing codes. We are attracted to and interested in fashion designers who are trying to maintain their point of view within a hardcore economic system. One of the recurrent problems to solve for a fashion designer is to find the balance between artful thinking and the economy of such thoughts. To portray the selection of our items we have chosen a medium which is often forgotten in the fashion industry: drawing. With the rise of digital photography and its ability to shorten the time and costs of production, photography has become the dominant medium in fashion. We have produced these drawings with the idea in the back of our minds that it could reactivate the language of fashion images produced without photography and have then turned them into poster-sized colourful enamel plates, reenacting one of the original languages of advertising.

COMME DES GARÇONS

Rei Kawakubo is one of the last independent fashion designers. The brand Comme des Garçons is owned by the designer herself. She has managed to make it both creatively daring and economically viable. It is a kind of dream with open eyes, a parallel world anchored in reality. This collection was a perfect illustration of that phenomenon.

MARC JACOBS

We have the same kind of fascination for Marc Jacobs, as he has managed to create during the last 15 years his own cosmogony within a hardcore economic context. "US of MJ"—United States of Marc Jacobs—is a good motto for this perfect fashion character of the present time.

BALENCIAGA

Nicolas Ghesquière's trajectory is a unique consequence of what has happened in the fashion industry over the last decade. Powerful luxury groups have invested in forgotten fashion brands and have appointed fashion designers to become "creative directors." In this context, Nicolas Ghesquière has managed to express his powerful vision within the house of Cristóbal Balenciaga, another genius of fashion. Dealing with history has been an ongoing topic over the past ten years in the fashion world. Also, during the first years, M/M (Paris) was involved in the creation of the new image of Balenciaga. The image of the shoe is a tribute to those mythical days.

YVES SAINT LAURENT

The reason behind this choice relates to the situation of Nicolas Ghesquière at Balenciaga. Yves Saint Laurent was also acquired by Gucci Group some years ago. Following several "creative directors" who somehow never managed to reactivate the brand, Stefano Pilati is defining a way to carry on the unique story of Monsieur Saint Laurent. In making this choice we are acknowledging this event. This is a kind of creative investment. We like it because it has the potential to be one day extraordinary.

GIVENCHY

Riccardo Tisci's situation at Givenchy is parallel to that of Stefano Pilati at YSL, a designer-as-creative director working to redefine the blueprint of a historical house now owned by LVMH. We like it because of its many promises.

ABOUT M/M (PARIS)

Paris-based M/M (Paris) is a creative partnership established in 1992 between Mathias Augustyniak (b. 1967, Cavaillon, France) and Michael Amzalag (b. 1968, Paris, France). M/M has worked and developed strong relationships with contemporary artists, fashion designers and magazines, pop musicians, and cultural institutions (Palais de Tokyo, Paris; Musée d'Art Moderne de la Ville de Paris; Centre Pompidou, Paris; Le Consortium, Dijon; DESTE Foundation, Athens; Serpentine Gallery, UK; among others). In January 2012 Mathias Augustyniak and Michael Amzalag were named Chevaliers des Arts et Lettres by the French Ministry of Culture. In February of 2013, M/M (Paris) received a Grammy award for Best Recording Package for their contribution to Björk's Biophilia.



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