ISABEL MARANT
AUTOMNE-HIVER 2016/2017
THE NEW LUXURY
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"To live fully, we must learn to use things and love people, not love things and use people."
THE NEW LUXURY

The New Luxury, the Isabel Marant FW 2016-2017 collection, is about taking you on a ride. A collection that explores the many sides of the Japanese culture, inspired by the Japanese approach to life and the natural elements of the outdoors. This collection is divided into four themes, each symbolizing a different way of experiencing the outdoors. These different narratives are then turned into four themes, together shaping The New Luxury.

Why this sudden obsession with nature, you ask? In today's society, we are under constant pressure. Education, career, success; expectations are sky high, but the rewards are low. What is it that we really value in life? To the busy world we live in today, it becomes more and more clear that the things we find most important aren't things we can own. No fancy cars, expensive watches, or luxury jewelry. We crave something more authentic, something pure. Something that is not just this, but something that is part of us. What we call craftsmanship creates a sense of belonging. A sense of something that is real and made for the people. The emotion of the craft is a reaction to the oppression from the modern world. A need to be satisfied with nature. Natural and real.

Living in harmony with nature may be a concept lost on many of us, but it's not for most people the Japanese culture. The Shinrin yoku theme is all about respecting the environment and appreciating all that nature gives us. It’s a mindset that is very simple and inspires this collection to be sustainable. Fabrics are recycled or reused, handwoven or organic, made with craftsmanship and patience. Materials that have stories to tell, which you carry along on your journey.

Apart from the sustainable aspect, there is more to the fabrics. They are influenced by the Japanese aesthetic, for example show the interesting value of well-crafted fabric based on the idea of clothing as a whole. Damaged surfaces or manually repaired ones, the fabrics show a history. They are more authentic and real. The Japanese appreciate the different kinds of fabric on the perception of beauty. Nice and luxury, and are therefore represented in this collection.

“THE NEW LUXURY”

The collection takes you on a trip, exploring the many sides of nature and discovering an unexpected view on value. Beauty of imperfections, craftsmanship and innovation, and the comfort of functionality are important keywords, that together shape The New Luxury. A fall-winter collection that is inspired by the outdoors, made for city life. Authentic, high-quality clothes with craftsmanship details and a sustainable background.
As awareness on the impact of the fashion industry on the environment grows bigger, new sustainable fabrics are developed. These materials are organic, honest and have beneficial characteristics. Amongst others, the following sustainable fabrics are used: bamboo, jojoba, silk, hemp, and ramie. Bamboo, made without fertilizers or pesticides, is strong, eminently soft and silky and has absorbent and breathable qualities. Banana fiber (basto fiber) is made from the waste product of banana trees and is strong, biodegradable, and wrinkle resistant. It is also a very strong and durable material. As awareness of sustainability grows, the focus in fashion is more towards sustainable, ethical, and eco-friendly clothing. This includes clothing made from organically grown and/or eco-friendly materials that contain the least amount of toxins and pesticides. The material on the left is handwoven with Basto fiber of which bees grow in Okinawa, Japan. For more information, see the next page.
"The Honest One"

Like Leonardo Da Vinci said, "Simplicity is the ultimate sophistication." The luxury of today is not about extravagance. It’s about finding beauty in simplicity. Inspired by the robes of Shinto priests, this theme is all about natural colors, clean shapes and uncomplicated constructions. Escape today’s busy life and wrap yourself in warm and soft, blanket-like materials. A personal hide-out that brings comfort and protection.

Nude and earthy colors: a variety of whites and beiges with some brown shades and burn image, go in perfect harmony with the fabrics used in the part of the collection. The materials are natural and overall quite heavy and stiff, with here and there a thinned, softer one. Some intricate handcrafted details can be found as well as subtle woven textures. Additionally, there is a selection of softer basics, like a warm bamboo fleece and a soft rayon jersey. Right, clean shapes determine the collection’s versatility, while geometric parts give the simple silhouette some fluid volume. The choice of colors and handcrafted parts in the collection will speak to you on a journey from an organic- and familiar kind of material to a more technical, hybrid version.
A soft, warm jacket, made from a coarse double-faced wool with an asymmetric closure that can be fastened with cords. Hints of silver show in handcrafted details along the seams of the sleeves and cuffs. The outfit is completed with cool shorts, made from an overlap of black satin and can be tied with a strap.
Left
An oversized, warm coat is worn over a wide, cotton skirt with delicate handcrafted patterns. Underneath is a furry, woolen skirt that is folded on top and tied with a silver-colored silk ribbon.

Right
A slouchy, simple design dress in multiple layers with raw-edged hemming, made of a thick cotton, worn over a soft and thick turtleneck sweater.
**TIED UP CASUAL FIT**

*Left*
A relaxed-fit top with clear references to the seer-sagged nose, fastened with a silver-colored ring. Thick, knit pants with silver accents and hand-stitched details.

*Right*
A thin cotton coat with hand-stitched accents on the double-layered sleeves. Underneath is worn a sleeveless, fitted wooden dress.
"The Romantic Adventurer"

The connection between mind and body is how the art of Japanese Archery, Kyudo, is described. The female archer, with her courageous yet elegant appearance, inspires this theme. A wide, flared silhouette with a subtle accent on the waist captures the appeal of the sport. The curvaceous shapes of the materials, inspired by hakama pants, are in contrast with the organic structures of the materials. A sense of a drawn line that emphasizes the strong, free spirit of this theme.

Materials are inspired by kyo obi, a Japanese term that embraces the impermanence of things, appreciates natural decay, and finds beauty in the imperfect. A way of thinking that shows a different perspective on what is good and valuable. Rhythmic structures and spontaneous shapes form a playful surface. The affected appearances are interspersed with smooth ones, with an occasional hint of bolder and a hand-stitched detail.

Colors of nature are enriched by bolder, brighter ones. Pearl luster, grey and white tones, with a striking note of emerald to grey, and a gleaming silver. Some colors are naturally hand dyed.
A thin woolen shirt with handcrafted details along the collar and floral designs. Worn with a pleated skirt, inspired by the Japanese Hanami pants, tied up with a belt in the waist.
POETIC STRUCTURES
THE BEAUTY OF IMPERFECTIONS

This dress is made of a woven fabric that evokes the wild and raw aesthetic. It features a top part and a small bottom part that is finished with cotton braid. Worn with an organically handdyed top with handstitched cuffs.

ORGANIC RHYTHMS
APPROCIATING THE IMPERMANENCE

This top is inspired by the art of Kyudo, Japanese archery. The rhythmic surface of the fabric is a reference to washi, or paper, the hero of this piece. The top displays a slim fit with a tie at the neck in the back. The pants are made from slightly shiny linen and have big pleats.
IRREGULAR SURFACES

A thick, silk bomber jacket with laser-cut floral pattern and layered layers made of a discoloured material of silk and a thin, seramid kovai cotton. The jacket is fastened with a hidden zipper. The pleated top layer is finished by using the ribbon. Worn underneath is a short, printed skirt.
Slouchy top with organically handdyed cotton and multiple layer cotton with burned-out pattern underneath. Tapered fit jacket, jeans, and tailored skirt with a leather jacket inspired by Japanese patterns and textures that showcase subtle metallic luster.

ACCIDENTAL SHAPES
HANDSTITCHED FINISHINGS
"The Storyteller"

THE STORYTELLER

The third part of the new story is inspired by Japanese peasant clothes. Years ago, around the edo period, farmers only had one or two pieces of clothing, due to extreme poverty. The lack of materials caused an economical use of fabric. When a garment was ripped or worn through, new layers would be attached. Over the years this resulted into beautiful one-of-a-kind items, which were passed through many generations, indigo dyed surfaces with a hundred stories within.

Inspired by these clothes, the storyteller shows a silhouette built up from simple shapes. It shows the beauty of repairing and mending...
Left: Long top with standing collar, made from burgundy colored linen, with a handcrafted detail around the waist. Green leather fold-over skirt, sleeveless vest that combines different materials.

Right: Patched and printed top with pocket details, worn over a long shirt with open shoulder. Easy-fit cotton pants with drawstring closure and handcraft patches on the legs.
SIMPLE OUTLINES, SCRIBBLY INSIDES

Simple sleeveless vest with clean, graphic patches and handstitched details. Worn over a linen top and skirt with printed patchwork.
CRAFTED GEOMETRY

A patched, denim shirt with oversized patches and handstitched details. The denim contrasts with the silver pants and the blue parachute fabric. Worn with matching pants with graphic patchwork and pink accents.
SCALED UP, WORN DOWN

Leather trompet jacket with printed sleeves and body, with oversized pockets. Worn with a cargo original pocket shirt. Underneath a comfortable cotton pajama set with drawing.
"The Hybrid Kind"

THE HYBRID KIND

Comfort means functionality; the hybrid nature of this theme allows multiple ways of wearing an item and combines the warmth of cozy and soft materials with functional areas that form in response to the need for sun and wind. Inspired by outdoor activities, this theme responds to the outdoor lifestyle, where products have multiple purposes, functional details, a high quality, technical aspects, yet stay comfortable.

The hybrid kind shows a layered, semi-circular silhouette. Contrasting fabrics are combined to hit the right balance between comfort and functionality. Convenient sporty-swing details like big pockets, strap and waterproof zippers combine with a variety of functional details. Rigid arm wood and canvas materials collide with smooth and shiny lightweight parachute-like fabrics, and mood with soft blended ones. Earthy shades of green are mixed with bright orange and icy white.
Army inspired jacket with contrasting materials and an open back, where a translucent parachute fabric layer underneath is tightened at the waist. Worn with sporty shorts with a warm woollen skirt layer on top, closed with a belt.
FLARED & AIRY
BLEND OF STRUCTURES

Handcrafted jacket that has a soft cashmere side and a waterrepellent outer shell. Jacket has side slits that can be tightened with belts. A wide layer of net-like fabric is attached underneath. Jacket is worn on top of a knitted cropped top. The jacket is paired with cropped pants with a woolhuck inspired pattern in contrasting colors. Combined with cargo pants with flip pocket on the knees and rolled up hems.
**Segmental Stiffness**

**Right:** Knitted knitwear sweater with graphic pattern inspired by Japanese woodworking art, with a wide, cropped silhouette. Worn together with a skirt, water-resistant top made of double-knit fabric. Underneath is a skirt with pleats and buckle fastening.

**Left:** Sporty jacket made from nylon combined with stretch water-resistant handmade material that makes the jacket more flexible. Worn with a double-layered skirt with bombasticinspired fastening and woven bottom layer.
Thick and warm anorak, made of army wool and cotton with reflecting tape. Big pockets on the sleeves, and a wide, turtleneck silhouette. Worn with a sporty pantalone with leg pockets that can be tightened around the ankles and around the hips.

ASYMMETRIC LAYERING
VOLUMINOUS PLEATING
BLANKET-LIKE COMFORT,
FUNCTIONAL ELEMENTS

Coat with two separate layers in contrasting
materials. Bottom layer is a warm, blanket-like wool
with big pockets and no sleeves. Top layer is more
functional, made of waterproof fabric with contrasting
lining and pockets on the sleeves. The coat is
combined with sweatpants reinforced with stiff
canvas patches on the sides and upper legs.
"The mountains are calling, and I must go."
From here on forward you can find the technical aspects of each subject. One by one the books with the accompanying technical drawings will be presented. After the technical specifications come the selection of materials, including their names and pattern. They are presented schematically and communicate with the materials you can find in the books. This way a quick overview of the materials per group is accessible, as well as the tables, real materials. All the materials are labeled with a number, so they’re easy to look up.
"The Romantic Adventures"
"The Storyteller"