

# THE MATERIAL JOURNAL

July, 2020

## STORY OF THE MONTH

### Reimagining Couture



#### MATERIALS

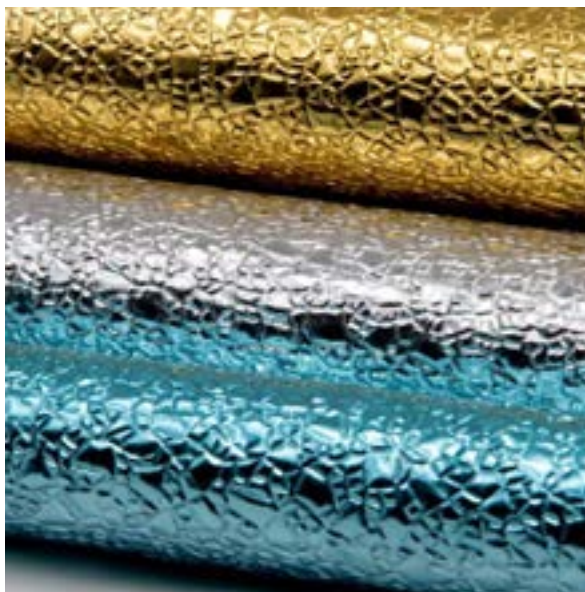
Cork is one of the most eco-friendly materials on the planet. It is a resolutely sustainable source, from beginning to end-life – you would be hard-pressed to find a material greener than cork!



#### NEWS

After a uniquely challenging start to the year, with the epidemic and subsequent deconfinement, we can finally start to leave the cities that we've been confined in, and breath in some fresh air ...

## Featured Materials



#### CRACKED ICE

Process family: Relief / 3D Effect  
Composition: Polyester  
Format: Roll (7m)  
Size: 118 cm width  
Thickness: 0,03 mm  
Color: 16 colours

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#### GLITTER COCO

Process family: Coated / Projected  
Composition: PVC/Cotton  
Format: Roll  
Size: 147 cm width  
Thickness: 1,50 mm  
Color: White

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## Reimagining Couture



### STORY OF THE MONTH

With the traditional fashion calendar in complete disarray, designers are trying to make sense of this unique moment we are all going through, with new creative propositions in reaction to the situation. With the menswear presentations cancelled in June, Couture became, fittingly, our first experience of fashion's lived creative response to the pandemic. There could be no better first response than fashion's most innovative voice: Haute Couture!



**Chanel** presented a streamlined Autumn/Winter 2020 collection of 30 looks – less than half of Spring/Summer 2020 – celebrated in a beautiful film showing the clothes in movement. The collection was dedicated to the socialite ladies that the late Karl Lagerfeld would accompany to Le Palace nightclub. In memory of Lagerfeld, but also in memory of nightclubs and nightlife, something we have all been missing since mid-March. Featuring wonderful floral embroidery, princess sleeves and tiaras, what better way to dress in defiance!

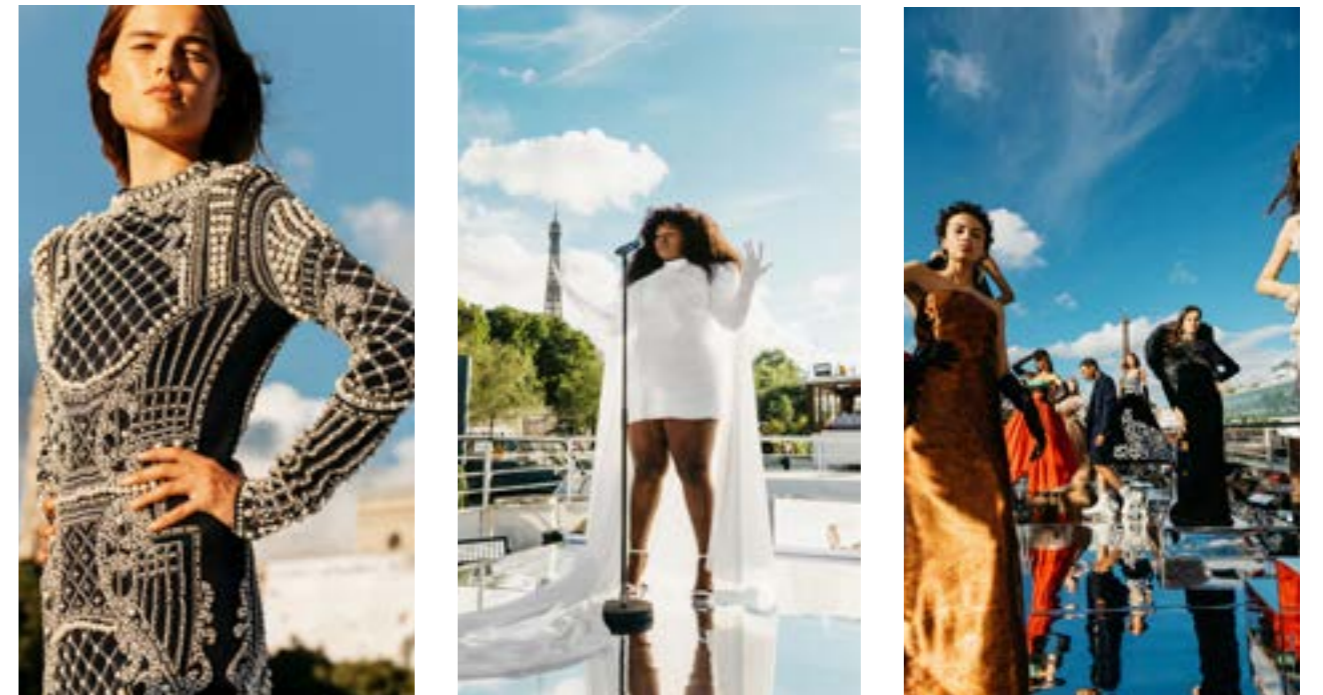


Maria Grazia Chiuria – **Christian Dior's** creative director – took President Macron's words to heart, following his Mid-March declaration: "We are at war." Looking back to the post-World War II history of couture and the 'Theatre de la Mode' created in 1945, which utilised miniature dresses on doll size mannequins, as fabrics were in scarce supply, to show couture clients the collections. She enlisted 'Pinocchio' director Matteo Garrone to visualise her dream in a sumptuous video, which showed Dior bellboys dragging a doll's house (an imitation of the Maison Dior Haute Couture Salon at 30 Avenue Montaigne in Paris) full of the tiny dresses through a mythical world, letting the nymphs and creatures choose their own couture!

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**Balmain** is always quick to embrace newness, with a passionate engagement across all social media platforms and a strong spirit of inclusivity. It was with this spirit that Olivier Rousteing dived headlong into the Seine for a presentation on Paris's biggest runway, the river itself, streaming the show live on social platforms. The live show was open for all, as the bridges were packed with spectators, and Rousteing announced afterwards that it reached a physical audience of at least 20,000 Parisians. The collection was a technical tour-de-force revisiting pieces from the archives alongside new tailoring, all set to the live music of French pop artist, Yseult: a true glimpse into the possible future of fashion presentations.



Not ones to avoid 'the conceptual' in their collections, **Viktor and Rolf** went to the heart of the matter, questioning what it means to make a wardrobe for these uncertain times. With three mini wardrobes, each comprised of a negligee, a dressing gown, and a coat, they questioned our emotions, our fears and spoke to our humanity. The campaign video that accompanied the collection was narrated by Mika, who exclaimed during the final 'hearts' wardrobe "We all deserve to be loved, regardless of age, color, gender, race, religion, or sexuality." The coat that he was referencing encouraged social distancing with its three-dimensional heart forms, whilst raising a smile and speaking to all.



For **Giambattista Valli** it was business as usual, a time to look forward not back and celebrate the craft of couture. This time the bows were bigger, the tulle was more voluminous and his love for Couture had never felt stronger. Pairing the collection with the video above that emphasises the details of the collection and features in split-screen, videos shot on his own iPhone during his runs on the seine during confinement, his message was clear: "Now, we want to spread beauty! We want to spread dreams! I want to give hope for more happy moments to come. I want to share the idea of a future that's going to be better than the past." (Valli in conversation with Vogue.co.uk)



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**MATERIAL**

## Why Cork is So Green!



MATERIALS  
WHY IS CORK SO GREEN  
COLOR CORK  
COLOR OPTIONS

Cork is one of the most eco-friendly materials on the planet. It is a resolutely sustainable source, from beginning to end-life – you would be hard-pressed to find a material greener than cork!

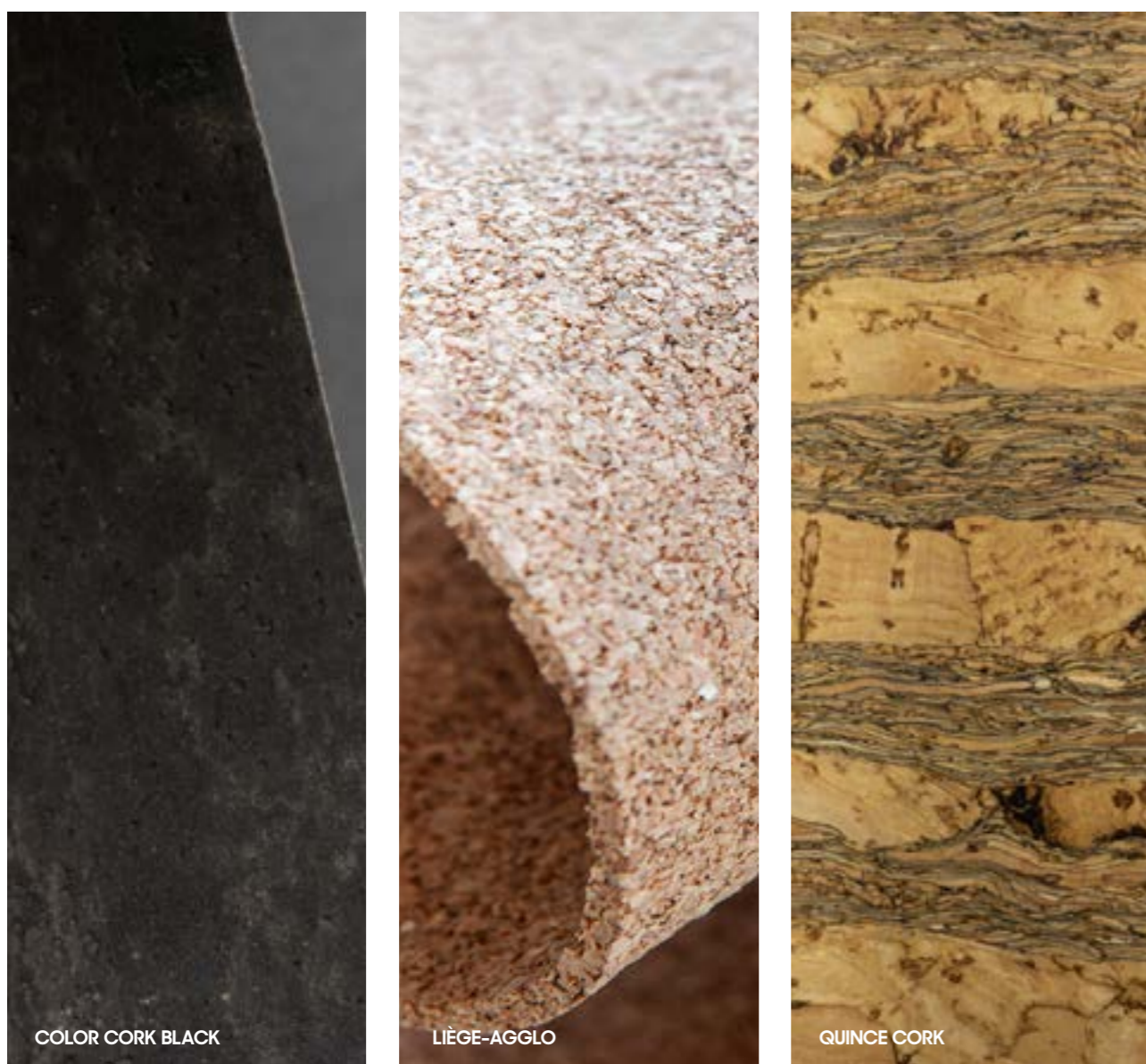
Growing primarily in the Mediterranean region, the cork tree needs very little maintenance to flourish. In Portugal, the world's number one cork producing country, the production of cork is highly regulated. Trees can only be harvested once they reach 25 years of age, and are then harvested every 9 years after regrowth. To harvest the cork produced, the outer layer of skin is stripped from the tree and the tree remains unharmed and continues growing.



The harvested cork is taken to cork processing factories where it is dried, boiled and formed into various materials and products. Amazingly, 90% of the energy used in cork processing is made from burning cork dust, a byproduct of production. In fact, none of the raw material is wasted at all in the production of cork, making it extremely sustainable.

Cork, aside from its remarkable ecological qualities, is both hard-wearing and exceptionally durable, perfect for cushioning and remarkable as insulation. Its natural beauty is enhanced by colour and texture and we hold a large range of colours here, as well as worked and formed flat roll variations.

Take a look below to see a selection of corks we have here in our library.



COLOR CORK BLACK

LIÈGE-AGGLO

QUINCE CORK

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**NEWS**

## The Artful Experience



Our showroom in Paris is closed for one week in August :

### Summer Break 10th August – 14th August, 2020

After a uniquely challenging start to the year, with the epidemic and subsequent deconfinement, we can finally start to leave the cities that we've been confined in, and breath in some fresh air.

Let's all enjoy our well-earned freedom, in the great outdoors!



SABLE



LENTICULAIRE PC AQUA PISCINE