

arte

DISTRIBUTION

presents:

Isabel Marant: The birth of a collection

a 52-minute film by Dominique Miceli

Produced by Electron Libre Production and Emason Production

PROVISIONAL DELIVERY: NOVEMBER 2019



Synopsis

Known around the world for her fashion that combines chic and cool, Isabel Marant is one of the brightest stars in the fashion universe. She dresses "real women", rather than pin-up fantasies. This film accompanies her on a journey from the very early stages of a collection through to its launch on the runway.

Almost in contrast to the exuberant parades at fashion week, we find the discretely sexy allure of her millions of ambassadors, seduced by these clothes made for daily life.

Endorsed by such fashion icons as Kate Moss, Juliette Binoche and Diane Kruger, Isabel Marant has stayed clear of the celebrity system and spends the little free time she has with her family or old friends at a rustic cabin with no running water or electricity.

Now the head of a business empire, she is also a self-made woman who defends her vision of the world and of fashion and describes herself as "a grafter with the soul of an artist". According to Marie Rucki, her former teacher at Studio Berçot, "she doesn't do fashion for fashion's sake, she wants to do things her own way."

It is this independence that director Dominique Miceli intends to explore with her documentary about the birth of a collection.

Note from the producers

Filming at the heart of a creative process is enthralling but not always possible. You need to be sure you have the artist's commitment and trust. You also need to know how to find the right moment, when they may be more willing to speak and make their mark.

Isabel Marant agreed to be filmed by Dominique Miceli because the two women have known each other for twenty years. When she was senior editor on "Trophées de la mode" (TF1) in 1998, Dominique Miceli gave the emerging designer one of her first awards. They understood each other immediately and began a solid friendship based on respect, trust and shared experiences. The designer also knows that she can rely on the finesse and vision of a director who has built a whole career in and around the world of fashion.

Until now, no director has ever followed the creative process behind the birth of a collection from beginning to end. Going beyond the routine, the film will take a longer look at how the artist approaches her own work.

That approach deserves to be captured on film because Isabel Marant is one of those people who are creating the images of our time. She has chosen to anchor her work in life. Far from being the preserve of an elite, she has reached well beyond fashion's most demanding circles. The woman who was inspired by the street has ended up seeing her influence felt on it.

"The way I've always done fashion has suddenly become a trend", she says, attempting to explain her success. In a world where we often still find men directing companies in which the workforce is mostly women, we might also say that she had a knack for seizing that trend and leaving her mark on it.

Note from the director

The film will have the same rhythm as the creation of the collection, slow at the beginning, then gathering speed as the date of the launch approaches. Immersion will be the key word. We will use our time together to ask the designer about her inspirations, to enter her world and learn how she arrived there. The human aspect of the adventure will be present throughout.

The use of an off-screen voice will bring the scenes to life, as she evokes her influences with an eclectic succession of images like a mental slideshow. The voice will be the main narrator.

Dominique Miceli has been making films in the fashion and beauty industry for over 20 years. She has worked on press material, advertising and audio-visual productions for some of the biggest designers, photographers, hair stylists and make-up artists in the industry.



arte

DISTRIBUTION

Céline Payot-Lehmann
Head of international distribution
Italy and USA
c-payot-lehmann@arteFrance.fr

Audrey Kamga
Sales manager
Canada, Ireland, North Africa and the Middle East, Portugal,
South America, Spain and the United Kingdom
In-flight projections worldwide
a-kamga@arteFrance.fr

Franka Schwabe
Sales manager
Germany, Austria, Belgium, France, Iceland,
Netherlands, Scandinavia, Switzerland
f-schwabe@arteFrance.fr

Isabelle Monteil
Sales manager
Asia, Greece, Australasia, Africa
Other language versions
i-monteil@arteFrance.fr

Sophie Soghomonian
Sales manager
Eastern Europe, Israel, Russia
Worldwide distribution rights
s-soghomonian@arteFrance.fr

Florent Rocchi
Assistant sales manager
f-rocchi@arteFrance.fr