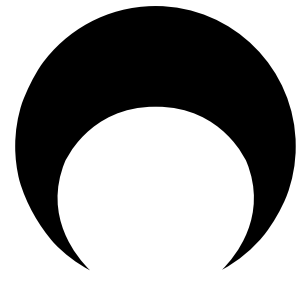


MARINE SERRE

PRESS MATERIAL - SS20

- BIOGRAPHY
- TIMELINE
- COLLECTIONS
 - *Marée Noire - SS20*
 - *Radiation - FW19*
 - *Hardcore Couture - SS19*
 - *Past Collections*
- MARINE SERRE'S LINES
- ACTIVITIES & PROJECTS
 - Editorial Coverage 2019
 - Talents and Relationships
 - Retailers - FW19



BIOGRAPHY



@Chris Colls

Born and raised in Corrèze, **Marine Serre** has gained ground quickly as a couturier for and from a new generation, operating from Paris.

After a string of affirming internships and jobs at Alexander McQueen, Maison Martin Margiela, Dior, and Balenciaga, Marine's graduation collection, *A Radical Call for Love*, at La Cambre in Brussels was simultaneously selected for the Hyères Festival, the ANDAM Prize and the LVMH Prize in 2017. Already before winning the latter in June '17, she sold globally across Dover Street Market, SSENSE, H.Lorenzo, and other progressive retailers.

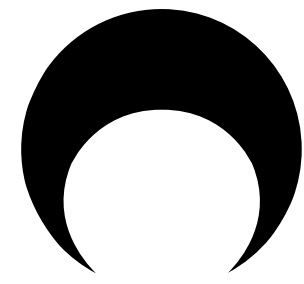
She moved to Paris after graduating and made it her new home. Fast forward two years and her critically acclaimed collections have garnered a cult following, with collections *Cornerstones*, *Manic Soul Machine*, *Hardcore Couture*, *Radiation* and her last tumultuous showing for Spring/Summer 2020, *Marée Noire* – in store this January 2020. Remaining fully independent, the brand is today distributed worldwide across a select number of carefully curated point of sales.

Over the seasons the scope progressed and widened. Crucially, the label introduced a new approach in the design and production seasonal ready-to-wear: using end-of-cycle product as a base for new and unique high-end tailored garments. Around 50% of her seasonal styles are currently designed from regenerated, upcycled product. The uncompliant post-apocalyptic designer sees her collections structured over three different lines:

MARINE SERRE: WHITE LINE, a Vestiaire range, comprised of accessible archetype designs

MARINE SERRE: GOLD LINE, the seasonal **Collection** composed of hybrid experimental designs, aimed at pushing boundaries

MARINE SERRE: RED LINE, an **Artisanal** red carpet laboratory, dedicated to reimagine what couture could be in the 21st century



TIMELINE

1991

Born in Corrèze, France

2011-2016

Studies at La Cambre, Bruxelles

Internships at Alexander McQueen, Maison Martin Margiela, Christian Dior

2016

Graduates from La Cambre (Summa Cum Laude with the collection *Radical Call for Love*)

The collection is displayed and sold at The Broken Arm (Paris) and H.Lorenzo (L.A)

Starts as a Designer at Balenciaga

2017

The collection *Radical Call for Love* is sold at DSM, SSENSE and Nordstrom Space
Marine Serre is selected for the Hyères Festival, the ANDAM prize and the LVMH prize

She wins the LVMH Prize later this year

Collection SS18: *Cornerstones*

2018

Marine Serre launches the upcycling program and debuts at Paris Fashion Week with collection FW18: *Manic Soul Machine*

SS19 show in Paris: *Hardcore Couture*

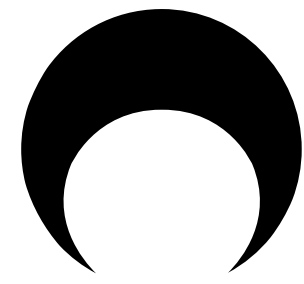
Marine Serre launches three lines: *White Line* (Vestiaire);

Gold Line (Collection); *Red Line* (Artisanal).

2019

FW19 show in Paris: *Radiation*

SS20 show in Paris: *Marée Noire*



COLLECTION

Marée Noire - SS20



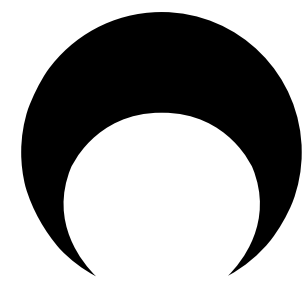
Imagine... by hiding in caves and shelters deep underground, small, but illustrious groups have survived the Apocalypse – climate wars, heatwaves, mass extinction.

Closely knit together by their past experiences and shared trouble under the old establishment, they are coming out of their hideouts, gaining awareness of themselves, in the wasteland of oil and water left behind by their predecessors. Temperatures have gone up radically, but more self-confident than ever, they adapt and codify their futurist-shamanic styles, and their transformative themes, to birth several clans across generations, species, and genders.

For those with a careful eye: water is indeed seeping through everywhere, and with it, the suggestion of on-going evolution and hybridization. Morphing forward, to the next stratagem - mechanic or biological: it is not known, and what is the difference?

In stores in January 2020





COLLECTION

Radiation - FW19



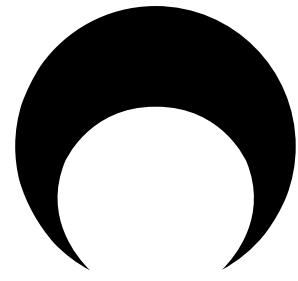
Apocalypse has struck. Ecological crises and climate wars are destroying the last remains of civilization as we know it. However, small numbers of survivors are finding refuge in shelters and caves deep underground. Tiny branches of rather peculiar people are birthing communities of an entirely new kind. Here something is brewing, fermenting, yeasting, radiating.

Shiny puffed jackets, fluorescent yellow uniforms, ponchos made of bedcovers and hanging hybrid robes are mixed with balaclavas, psychedelic velvet, and dresses from garbage. The jewellery coalesces driftwood and shells with valuables from the trash-heaps of history: microchips, glistening metals and old coins.

In an explosion of green, pink and grey silver, the artificial dividing line between nature and culture collapses, and the arrival of a new being is foretold.

The future has begun.





COLLECTION

Hardcore Couture - SS19

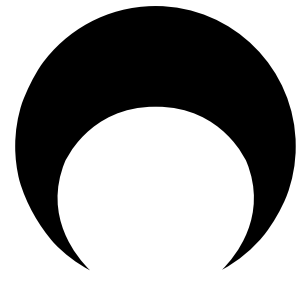


Integrating the extreme, excessive side of Formula 1, its risks and immoderate speed, Hardcore Couture affirms the tough edge of Marine Serre's pluriverse. Accelerator to the floor, straight on to blast boundaries... Hardcore Couture is a radical reinforcement of what Marine Serre stands for.

It is time, today, for people that do not compromise, but stick with it. It is time for those that take things to their end, by themselves, without getting distracted – with resolution, persistence, and love.

For this collection around half of the styles are sourced from upcycled garments. The contours of Marine Serre's FutureWear have taken shape, with uncompromised stances in design, audacious interventions, turnovers, reinventions and a futuristic return to older templates and technical savoir-faire.





COLLECTIONS

Past Collections



Manic Soul Machine - FW18

Marine Serre's upbeat radicalism always keeps the future insight.

Fall '18 PFW debut collection unveils a splicing of fragments from contemporary life, with futuristic references, bringing high-end fashion to its next logical step: directly regenerating end-of-cycle textile products into unique and irreproducible new pieces.



Cornerstones - SS18

The capsule collection developed and consolidated the inimitable style that propelled Serre and her team into the very epicenter of contemporary fashion.

Blurring the boundaries between sportswear, ready-to-wear, tailoring and couture, it deftly synchronizes the old and the new into futuristic garments with a distinct and radical edge.



Radical Call for Love - FW17

Radical Call for Love fused 19th-century European and Arabic luxurious garments with sportswear cuts and aesthetics, projecting the result in a future-oriented perspective.

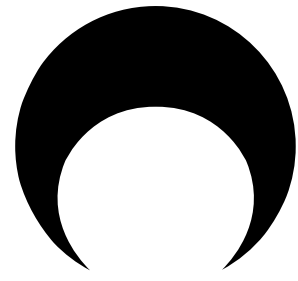
Stocked internationally, Marine's graduate collection, had Marine Serre selected for the Festival d'Hyères, the Andam prize and the LVMH prize, leading to her public breakthrough.



15-21

Marine's 4th year collection *15-21* catapulted 21st century product aesthetics onto the 15th century Flemish Primitives.

Serre disrupted and reoriented the colorful dresses as depicted by the Flemish masters with the help of contemporary utilitarian colors, elements and materials — transforming pre-existing products and exploring the confrontation between the luxurious and the common, old and new, high and low culture.



MARINE SERRE'S LINES

Marine Serre has structured her seasonal collections over three different lines:

MARINE SERRE: *WHITE LINE*

A *Vestiaire* range, comprised of archetypal designs that are core to the brand identity.

MARINE SERRE: *GOLD LINE*

A *Seasonal Collection* of hybrid, experimental offering aimed at pushing boundaries.

MARINE SERRE: *RED LINE*

An *Artisanal* red carpet laboratory, dedicated to figuring out what couture could be in the 21st century.

MARINE SERRE: *REGENERATION*

The unavoidable Marine Serre ethos from the beginning: a felt drive to alter and transform the existing material surrounding. Promoting what was soon dubbed as a set of *ecofuturist* fashion practices, it formed the backdrop for a fundamentally new stream in the industry of today.

Notably, the upcycling project was and still is revolutionizing established industry conventions. Around half of the brand's seasonal base material consists of end-of-cycle products, that are then transformed into new garments, accessories and jewellery by Marine and her team. This means a complete shift in the preconceptions around fashion manufacturing and traditional supply chain.

The process of *Regeneration*, as the brand prefers to name it, is complemented by the use of 100% recycled materials. From SS20 onward, upcycling based products are found integrated into the White Line, Gold Line, and Red Line, carrying a special *Regenerated* label.



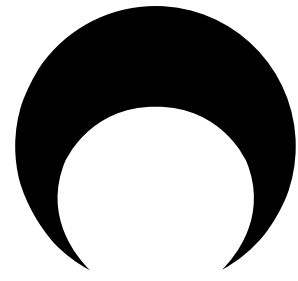
WHITE LINE



GOLD LINE

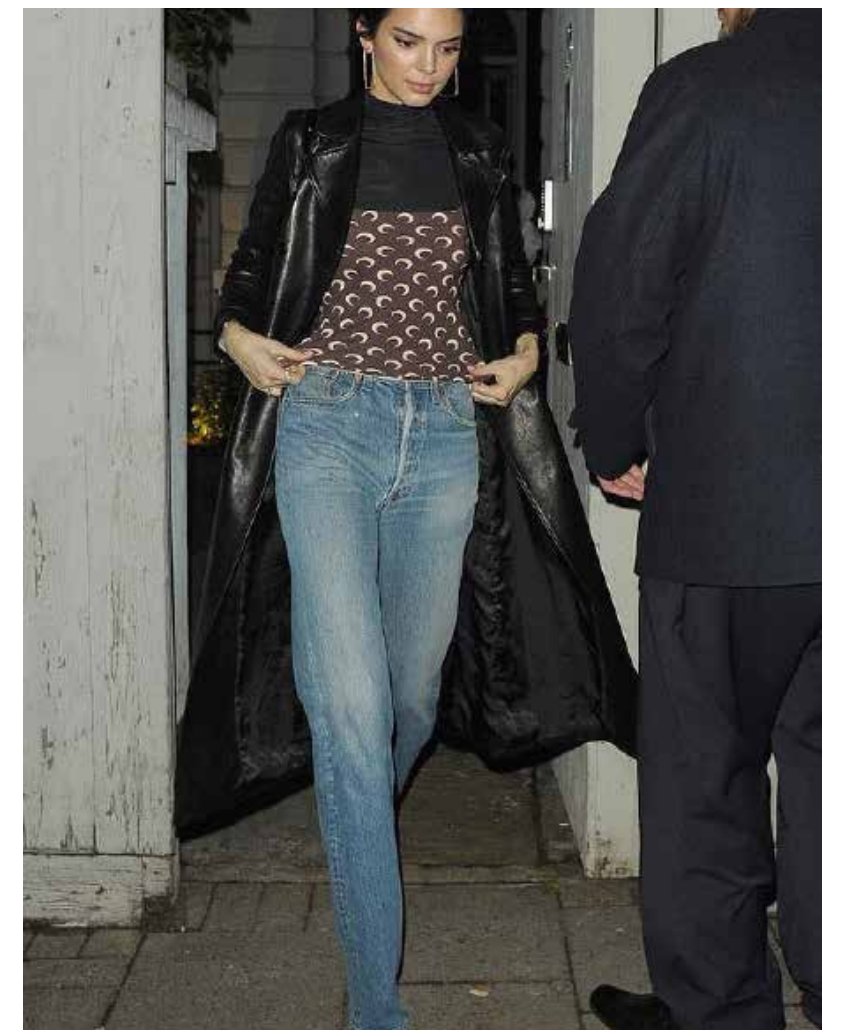


RED LINE

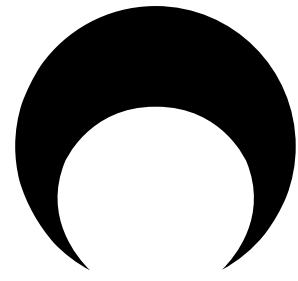


ACTIVITIES & PROJECTS

Talents and Relationships



Beyonce; Jennie (Blackpink); Sandra Park; Rico Nasty; A\$AP Rocky; Rita Ora; Ali Alimay; Kendal Jenner



ACTIVITIES AND PROJECTS

Retailers - SS20

10 Corso Como, New York
24Sevres, Paris
Adelaide, Tokyo
All Too Human, Boston
Allure, Sofia
ANSH46, Rotterdam
Antonioli, Milan
Blondie, Finale Ligure
Boon The Shop, Seoul
Browns East, London
Browns South Molton, London
Centimeter, Helsinki
Club 21, Bangkok
Coltorti, Pescara
Contena Store, Osaka
D2-Store, Salerno
Distante, Belgrade
Dover Street Market, Beijing
Dover Street Market, London
Dover Street Market, Los Angeles
Dover Street Market, New York
Dover Street Market, Singapore
Dover Street Market, Tokyo
Ekseption, Madrid
Ekseption, Marbella
Eraldo, Venice

Forty Five Ten, Dallas
Forty Five Ten, New York
Gago, Aix-en-Provence
Galeries Lafayette
Champs-Élysées, Paris
Galeries Lafayette Haussmann, Paris
Galeries Lafayette - Katara Plaza, Doha
Galeries Lafayette, Shanghai
GR8, Tokyo
Gruppo Pritelli, Rimini
Hankyu D-Lab Store, Osaka
H. Lorenzo, Los Angeles
Hug, Chengdu
Hug, Qinhuangdao
Hypebeast, Hong Kong
Il Duomo Novara, Novara
Isetan Shinjuku, Tokyo
Jeffrey, New York
Jogging, Marseille
Joyce, Central, Hong Kong
Joyce, Harbour City, Hong Kong
Joyce, Pacific Place, Hong Kong
Joyce, Shanghai
Joyce Popup Lane Crawford, Hong Kong
Joyce Popup Lane Crawford, Shanghai
Joyce Popup Lane Crawford, Chengdu
Kuznetsky Most 20 (KM20), Moscow

Labels, Sittard
Lagrange 12 (G&B), Courmayeur
Lagrange 12 (G&B), Turin
Space
Leisure Center, Vancouver
LN-CC, London
Luisa Via Roma, Florence
Macondo, Verona
Matches Fashion, London
MODES, Milan
MODES, Portofino
MODES, St. Moritz
MyTheresa, Munich
Nolm, Sydney
Òfficina, Parma
Òfficina, Reggio Emilia
Òfficina, Piacenza
One Fifteen, Taipei
Penelope, Brescia
Plum, Beirut
Rail, Brescia
Rare Market, Seoul
Ratti Boutique, Bologna
Restir, Tokyo
SKP Department Store, Beijing
SKP Department Store South, Beijing
SKP Xi'An, Xi'An

Slow Waves, Melbourne
Smets, Brussels
Space Nordstrom, Chicago
Space Nordstrom, Los Angeles
Space Nordstrom, San Francisco
Space Nordstrom, Seattle
Space Nordstrom, Vancouver
SSense, Montreal
Storm, Copenhagen
Sugar, Arezzo
Tasoni, Zurich
Tem-Plate, Lisbon
Tessabit, Como
The Corner, Berlin
The Webster, Houston
The Webster, Los Angeles
The Webster, Miami
The Webster, New York
Tiziana Fausti, Bergamo
Trends, Taipei
United Legend, Strasbourg
Vietti Shop, Arona
Voo Store, Berlin
WDLT117, Toronto
WF Fashion, Macau