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**Analytical Essay on Maison Martin Margiela’s spring 2011 collection**

# Introduction

 Maison Margiela is a name of fashion, this designer wear has brought every time a new trend in the fashion industry of the World. Headquartered in Paris, (the city of Romance), this luxury brand has evolved within a short span of time, dating back to not more than four decades. Throughout the fashion history in France, Maison Margiela is been revolutionizing the trends in every way possible. With the expertise in designing all kind of luxury wears including women and menswear, footwear, jewelry, fragrances and more recently the home goods. This designer brand has putting every time the best efforts to bring to its customer the best in the designing sector. Some fashion designing experts believe that after the resignation of Margiela as the creative designer, the brand has not come to that limelight, it was in the dates prior to that. But also, there are some who believes that John Galliano, who is the current Creative Head of this brand, has turn things very much in favor of them. But some also believe that throughout its history, this designer brand has not remained that much favourite of its customer as it was in its early times(Clark). They also think that in the times when this brand has experienced some down trends, it collaborated with the brands such as Barneys New York, G- Shock and L’Oreal, which they think is the only reason of its being liked till date. Considering these opinions, this analytical essay is designed to analyze the spring 2011 collection of Maison Martin Margiela.

# Research Methodology

The research methodology for this essay will primarily be analytical. The existing designs introduced by this designer will be thoroughly analyzed and the results will be deduced on the basis of its amalgamation with the reviews of the customers(Grand and Wiedmer). As it is the old 2011 collection, therefore the designer trends introduced by other designers will also be analyzed in comparison with this 2011 collection of Maison Martin. In addition to this an in-depth analysis of this designer wear, along with many other secondary designer trends would be analyzed. Importantly this research methodology will also include the analysis of that time trends in the culture, economy, business and much importantly in other designer trends will also be critically examined. Other tools for analyzing the adaptability of 2011(Grand and Wiedmer), ready to wear collection will be taking the reviews of the customers. Semi-structured interviews can also be conducted with some prominent fashion designers and those with the specialties in sustainable designing. That is how a more close approach can be inducted that can beat last compared with the primary results of the researcher.

# Background of the designer

The foundation for this luxury brand was laid by Maison Margiela. She actually founded [Martin Margiela](https://en.wikipedia.org/wiki/Martin_Margiela)- as a designer brand. Margiela had expertise in fashion and worked at the Royal Academy in Antwerp. At the time when Martin Margiela was formed, the designers of that time were majority influenced by the deconstructive trends introduced by the Japanese. Throughout the 1980s, Margiela utilized the deconstructive trend of fashion designing. The year 1988 marked the foundation stone for Martin when the brand launched for the first time its premier first design which was labelled as Maison Martin Margiela. This was done in collaboration with [Jenny Meirens](https://en.wikipedia.org/w/index.php?title=Jenny_Meirens&action=edit&redlink=1). The first store to display their work was opened at a white space near to Paris, later in the same year, both business partners managed to open a studio near to their only store. At this point in their history, many fashion designers believed that this brand will soon become a pioneer in the deconstructive trend of fashion history. The labels in that time collection included white tacks to make a different look for their garment. As the demand grew, numbers were assigned to the articles in the collection which had no specific chronological order.

# Maison Martin Margiela’s spring 2011 collection

*Launch*: In the 2011 collection released by Maison Martin, *flower-theme* appeared much visible. It reflected the flowery artisanal creations much. The flower collection was shown as a straight lineup of the flowery bouquets. They were lined up as pleasant dime store. Cotton was primarily introduced as the fabric in making of these designs(Evans). Some fashion experts opine that Cotton up till 2011 remained the primary fabric in the design of many brands. The first look of the show was much simple. In the start of the show, men's collection for the year 2011 was introduced. The main aspect of that collection was the usage of extra fabric on the upper part of the sleeves. The sleeves were made flat with iron(Jang and Yang). As more designs were introduced gradually, the shirts seemed to oak more square shaped and flat. This appeared to be like the sandwich shaped fashion. Before the launch of the 2011 collection, the fans and admirer of the Margiela brand were of the view that the collection of that year might have a more peculiar look. In the Men’s collection, the grey wool shirt that appeared much like a jacket with oriental cuts on that got much appreciation from the audience and later on from the fans too.

# Maison Martin Margiela’s and others

 Though the fashion industry particular after the up arrival in many choices in the designer wears- things have turned quite different in the fashion designing field. At present, every fabric has been started to showcase as the seasonal wear with some minor changes in that(Cambridge). At far, the luxury brands such as Martin Margiela and such other brands are concerned, they have maintained a quite well variety in the design and the quality of their fabric too. As every designer maintains an image in terms of the outlook and the stitch of the fabric. Maison Martin has turned to introduce long turncoats. This trend has also been observed in their women's wear, where the hefty flowery collection of 2011 still seems to hold the place in their fan’s collection. If compared with Yves Saint Laurent, Maison Martin had equally remained popular among the customers. The reason underlies in the continuation of the top designer with Yes Sian Laurent, which had maintained their product range throughout their collections. Whereas on part of Martin Margiela, the chief designers have kept on changing that have resulted in significant changes in the primary layout pattern of Martin Margiela wears.

# Maison Martin Margiela’s- Brand Analysis

 The Maison Martin had been observed to be one of the most liked brands among the luxurious brand available throughout Europe. Throughout its years of formation, the Maison Martin has introduced plenty of collection in both the men’s wear and the women’s wear(Shen et al.). According to the customer reviews throughout, it appears that Martin Maison has maintained an elusive scope and the philosophy of the brand has remained apparent throughout their years as an established brand. The deconstructive approach in the designing of the ready wears which were part of this brand in the early years have turned to be successful for them and also the brand promoted the technique of deconstruction as branding in the designer wear(Zborowska). Much of customers of Martin Margiela has throughout opined that every product and article of this designer wear appears to be customized and therefore, any person can be a part of the designer collection introduced by Martin Margiela.

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