



# MAISON SCOTCH

LA FEMME SELON MARIE

FALL/WINTER 2011/2012

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Scotch's womens label Maison Scotch presents her fourth collection since making her debut for Spring-Summer 2010. Made with Maison's signature sense of style and our usual tender love and care, every piece embodies the kind of natural female elegance represented by the dandelion logo. In our Amsterdam based design studio 'Magasin d'une collectionneuse', we put all our effort into creating unique silhouettes; careful blends of creative design, premium quality materials and a meticulous attention to detail, colour and labeling. Maison Scotch may be heavily inspired by sophisticated 'parisiennes' and their 'je ne sais quoi' sense of style, this doesn't keep us from dashing out all over the world like the dandelion seeds picked up by the wind. Creating a collection feels like an endless journey, gathering souvenirs, wondering around antique markets looking for vintage treasures and making notes along the way. From the edgy street style of New York to the innovative designs seen in Japan, all these influences define Maison Scotch.

## **Highlights**

For this winter season, Maison Scotch concentrated on innovating fabrics and silhouettes. We put a lot of effort into a wide range winter coats, focusing on technical jackets in particular, as we think they will become more important for the future. Next to these we offer beautiful classic styles, fisherman inspired pea coats, military-look parkas and more fashion-forward silhouettes. Fabrics are key as always. We introduced some super new qualities in a variety of wool textures, coated twills and durable nylons to protect you in the cold days.

Another favourite thing about this winter season is the big mixture of all kinds of beautiful textures; waffle knits, soft cashmeres, fine pima cottons, shiny metallic's, delicate silks, authentic laces, stone washed corduroy & linen blends. We were inspired by the sixties, New York 'Mad Men' textures and the colour palette of blush, cinnabar, old nostalgic rose, blueberry, leaf, wine and eucalyptus. While our tastes went to layering and unexpected combinations, our never-out-of-style Breton stripes, well-known check shirts and black & white t-shirt prints remain perfect essentials in this new season.

## **Bal Masqué**

We are excited to present a beautiful new line of dresses for the upcoming holidays inspired by 'dix femmes phenomenal'; Maison Scotch's list of ten exceptional women who developed their own signature style and pure grace. We offer dresses in all our favourite moods; French 'belles du jour', 60s Hollywood glamour and 70s bohemian chic. A beautiful feather hair band, bow broche, clutch and black stockings are perfect compliments to these evening looks.

## **Denim**

Maison Scotch will always keep her rock chick aesthetics and offer you eclectic denim pieces with a bohemian edge. Our aim for denim is to achieve a balance between female refinement and a confident natural look. The styles are body-conscious, but still offer surprising silhouettes. This season we revised our best fits such as La Parisienne, Rebelle & Mademoiselle, and updated them in new washes and considered stitching. We have worked on back pockets to perfect the bum. New this season is The Rodin, a modern fit with shifted seams on a baggy model. Also, we felt the time was right to expand the denim collection beyond bottoms: now is the time to wear our denim jacket or dress under your winter coat!

## **Encore**

To complete all these stories, Maison Scotch's accessory collection expanded once again with a variety of scarves, beanies & gloves, a range of nylon & canvas shopper bags, clutches, a notebook, unique skinny leather belts, beautiful refined underwear and a delicate headband.

So for now, let's layer up to go outside and make snow angels!

Enjoy the new collection for Fall/Winter 2011/ 2012

*With love,*

*The Maison Scotch team.*

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