



MAISON SCOTCH

LA FEMME SELON MARIE

SPRING/SUMMER 2011

I ♥ TO GO ON ADVENTURES & take polaroid pictures everywhere. I GO to concerts in the park and have picnics with friends. I love to write down my dreamy notions beside the waterside while wearing my comfortable denim shorts and my favourite sunglasses. I shop at thrift & antique stores. I love collecting things which inspire me...

MY LIFE IS A TALE of a modern day gypsy,
an off-wagon journey intertwined into the world
of FRENCH refinement, ART & ECLECTIC style
In fact I'M A DREAMER, just like you!

Profile

Heading into Spring Summer 2011, "Maison Scotch, la femme selon Marie" presents a collection made with style, love and care. Every piece embodies female elegance represented by our dandelion logo.

"La femme selon Marie" translates as "the interpretation of designer Marie, and how she visualizes today's women". In our design studio based in Amsterdam, "Magasin d'une collectionneuse", Maison Scotch puts all her effort into creating unique silhouettes. Along with creative designs, premium qualities, colours, labelling and attention to detail, add a hint of parisienne characteristics, it becomes the true DNA of Maison Scotch.

Bon Voyage

The dandelion seeds of our logo truly describe our journey in creating a collection. The seeds are carried away by the wind and travel like tiny parachutes around the world. Creating a collection feels like a road trip, gathering souvenirs, and writing down little notes along the way. Marie loves to wander around antique markets looking for vintage treasures. The edgy street style of New York, the sophisticated refinement of Paris and the innovative designs seen in Japan, all these influences from all around the globe are used to define the characteristics of Maison Scotch. We believe in giving extra attention to all the little details which make each garment special.

Denim

Maison Scotch will always keep its Rock & Roll aesthetics and offer you eclectic denim pieces with a bohemian edge. Our aim for denim is to achieve a balance between female delicacy and a confident natural look. The creations are body-conscious, but still have surprising silhouettes. This summer we want to wear our "La Parisienne", the never-out-of-style skinny, or "Paris No2" and "Adorable Rebelle", the new cropped boyfriend-fit models. Also "Mademoiselle", the tapered slim and "Cinq-p", the 5-pocket straight are important for Maison Scotch. New, seasonal and lightweight are styles like "la Bohemienne", the harem pant and "Le Voyage", a relaxed beach pant. As you already know, once you are attached to your favourite denim, it's hard find a new pair of well worn jeans, they really get better and better by the years! That's why washing, fading, bleaching, tearing, cropping, tacking and repairing are key for our denims and will make you fall in love with them even more!

Roadtrip Favourites

This season we launch our first 'Roadtrip Favourites' collection. A small white & indigo blue coloured collection in light weight soft textures made for a modern day gypsy. Cute light poplin shorts & tops with lace details, comfortable beachpants, striped briefs and lovely linen tank dresses with an embroidered neckline are all ready to be packed into your suitcase. This selection is specially designed to wear on your holiday, bike rides along the shore, a drink on the pier, and for a lazy summer night out.

When it gets chilly, cover up in our slouchy knitted summer vest or your boyfriend's white oversized shirt to look effortlessly cool. Also don't forget to pack all your essentials in a leather tote or our fisherman's handcrafted beach bag. Style it with a pair of braided leather sandals and coloured straw hat and get ready for your very own roadtrip. Flirty Bohemienne, Bon Voyage!

Some Highlights

Our new classic peacoat, the duffelcoat & fine woolen blazers, all tailored for perfect fit, will keep you warm on summer nights. For our new collection we were inspired by old summery polaroids. Memories of great vacations near the sea, boat trips and parties at beach houses. Dancing in the wind and washed laundry pieces bleached by the sun gave us inspiration for summer dresses and tunics. We were also inspired by the Breton coast fishermen wearing their timeless striped sweaters and mermaid tattoos in the 30s. Jean Paul Gaultier, Pablo Picasso and Coco Chanel made this stripe famous. We love to combine the stripe with our famous chino for a sexy yet rugged look with our skinny studded leather belt series. Sunlight, olive, coral, mineral, pearl, sandshell and stones create our colour palette. Antique lace & embroideries, fine dobby stripes & checks. Summer festival inspired printed t-shirt series, tie-dyed cropped bomber jackets, bleach sprayed chambray dresses, cotton linen slub tees, boucle-tweed blazers, trenchcoats, uniquely washed & repaired sweaters, maxi dresses, baggy shorts in ethnic prints, simply, it has never been more fun to go to the beach ! To spice up the whole look, you definitely need the dandelion-make-a-wish jewellery, new leather waistbelt with golden sailor knot buckle, the stonewashed vintage inspired canvas bag series and the "Marie's must have" washed leather clutch for day and night ! All these accessories bring together our signature look with an authentic and artistic character. Mixing is the key word.

Dear "adorable rebelle", we sincerely hope that the Spring / Summer Collection 2011 will give you closet favourites !

*With Love,
the Maison Scotch team*