
mapoésie
Design by Elsa Poux, Paris - France

MAPOESIE
2010-2020

For 10 years, MaPoésie revisits the accessories, decoration universe and recently the ready-to-wear.

The creator, Elsa Poux, formed at the Higher National School of decorative arts, quickly introduces a real personal style and a strong graphic identity : now the DNA of the brand.

Her different travels, close to craftsman and fabrics, helped her discover particular technics, difficult weave and unique know-how. Screen printings, knowledge that persists in India, revealed her drawings and are present season after season on beautiful natural fabrics as wool, cotton or silk.

A range of accessories as bags, pouches, spectacle cases were quickly created to accompany MaPoésie's scarves. Rugs, cushions, floor cushions were created for a home collection, then a bath collection with foutas, towels and pouches. The 2020 winter collection is completed by ready-to-wear pieces : the result of a beautiful colored story !

MaPoésie often collaborates with artists from different universes (contemporary art, designer, graphist...) for four-handed creations.

MaPoésie is distributed from France, Europe, Japan, United States to Australia. With more than 300 stores, the brand is presented in Bon Marché, Le Printemps and in museum shops (Georges Pompidou Center, Louisiana Museum in Denmark, MoMA in San Francisco...), also in concept stores and beautiful shops.

MaPoésie has its own store which is also the showroom and workshop, where you can find all its collections and some lifestyle pieces chosen by Elsa. The store is in the center of the 11th district.

2020 celebrates the 10th anniversary of MaPoésie with two collaborations :

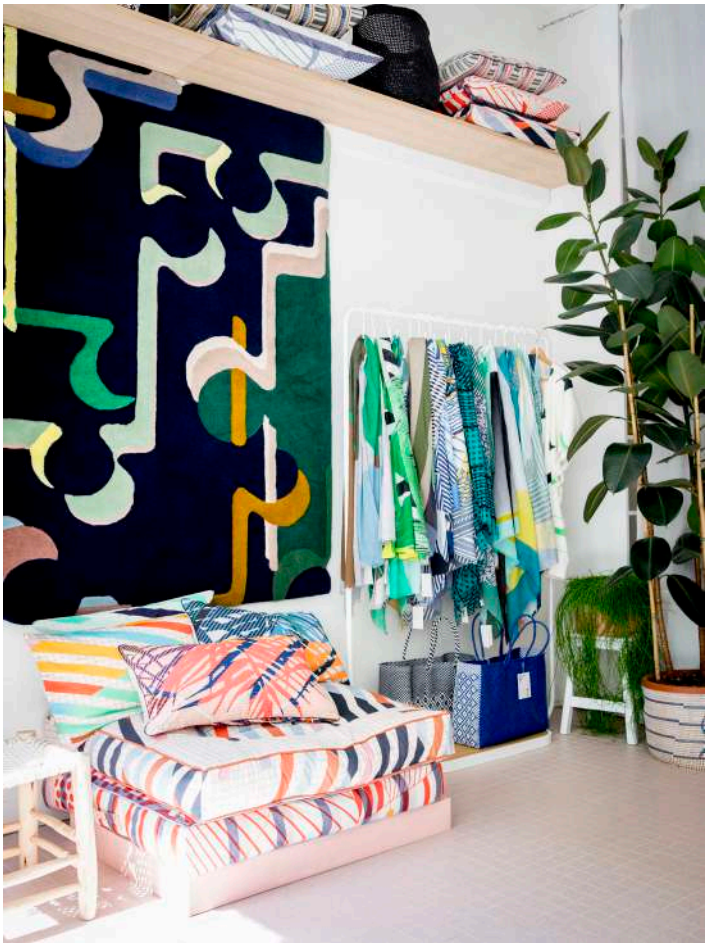
- A home collection with Jean Vier, Maison Basque
- Sandals with Yvonne Waska known for this iconic model.

A year full of surprises !

THE STORE







2020 FALL-WINTER COLLECTION

"Remembering beautiful memories,

When I was a kid, my dad brought me back nice fabrics, mail cards and kimonos from Japan. It was a little travel in my native Aveyron. Those memories and inspirations have always been following me. Japan has a strong tradition and its own know-how. The 2020 winter collection is dedicated to the patterns on my walls when I was a child.

Symbols are important in the Japanese' iconography, they all represented nature. Clouds, stylish waves are mixed on our wool and/or silk scarves. Sometimes patterns as stripes, checked pattern are used as bases.

It is also our first winter collection with a ready-to-wear range. It is completed with mesh made in France and Italy."

Elsa



ACCESSORIES



VIBRANT CARAMEL SCARF
AURORE KHAKI COAT



MUSIQUE NUIT L POUCH
CÉSAR NAVY SHIRT DRESS



VENISE NAVY JUMPSUIT
EDDY NAVY BAG - FUJI CARAMEL BEANIE

2020 FALL-WINTER COLLECTION



ARP CANDY SCARF

ACCESSORIES



CLOUD BLUSH SCARF



PHAETON MULTICO SCARF



DOMINO PASTEL SCARF



ZEN PASTEL SCARF

2020 FALL-WINTER COLLECTION



FUJI CARAMEL TRIANGLE AND BEANIE



AVA NAVY HEADBAND



HIRO NAVY SNOOD



DIAGO MULTICO STOLE - HIRO BLACK JUMPER

WOOL



HIRO KHAKI JUMPER

2020 FALL-WINTER COLLECTION



AURORE KHAKI COAT
ANDREA TOP AND ROMÉO SULPHUR SKIRT



JIM CARAMEL COAT
ROSALIE NAVY SHIRT



VENISE KHAKI JUMPSUIT

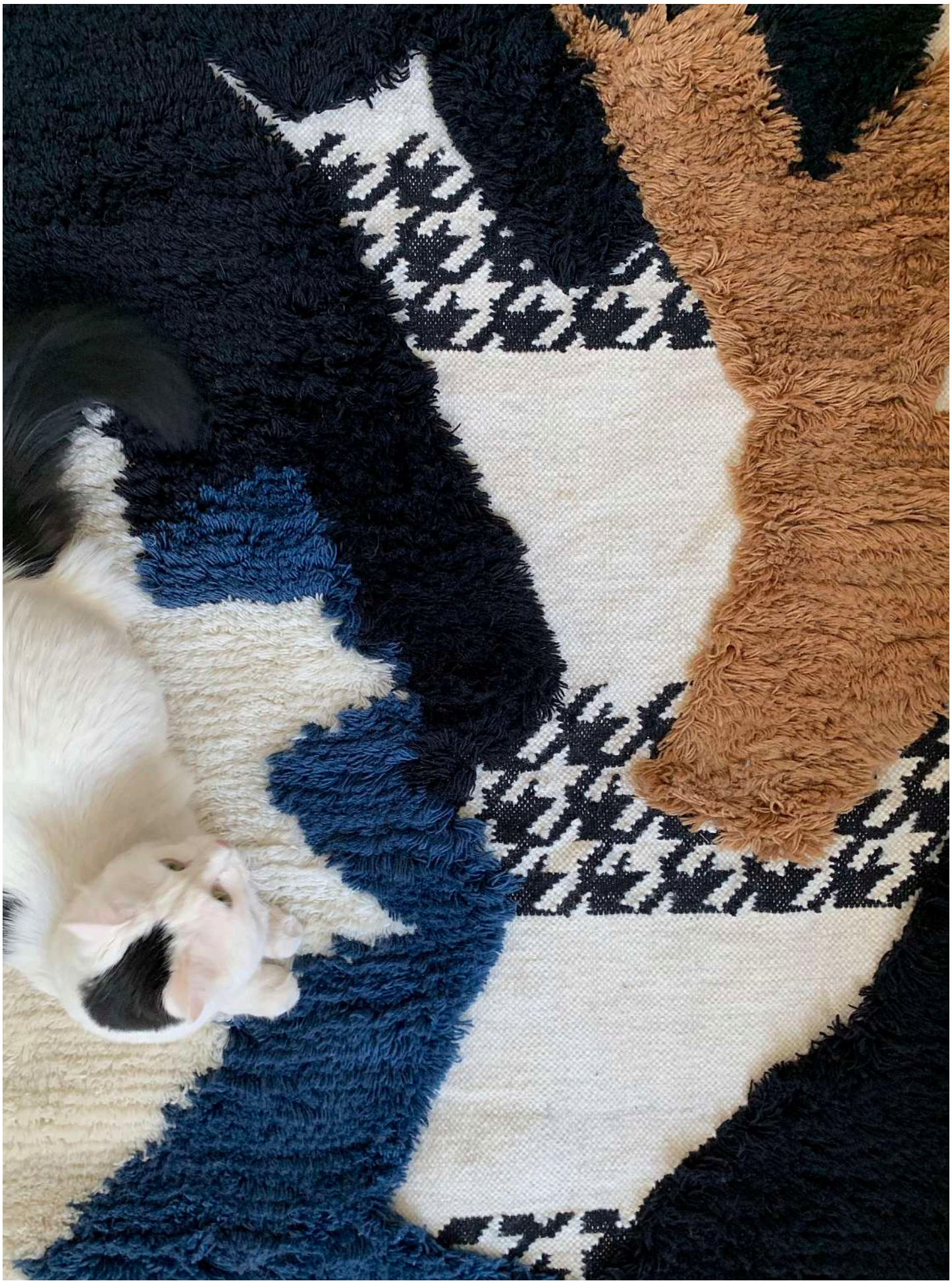


CÉSAR SULPHUR SHIRT DRESS



CARMEN KHAKI TOP

2020 FALL-WINTER COLLECTION



TOISON NATURAL RUG

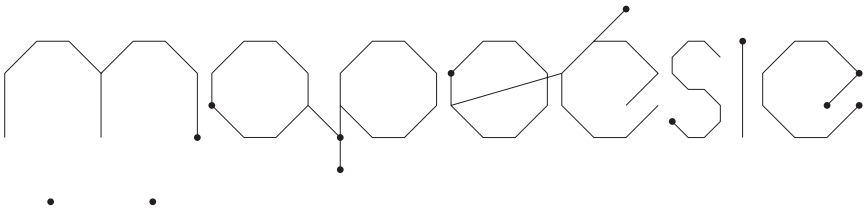
HOME



MODULE - EDDY - KUMO - PROSE CUSHIONS



COQUILLAGE BLUE RUG

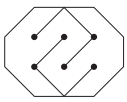


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