

LA MAISON DE LA MAILLE X SIMON-SIMONE : OFFBEAT COLLABORATION



HAVING THROWN ITSELF WHOLEHEARTEDLY INTO THE MAD WORLD OF COLLABORATIONS, LA MAISON DE LA MAILLE SHOWS NO SIGNS OF LETTING UP AND RETURNS WITH AN ATTRACTIVE NEW ITEM TO BRING IN THE NEW YEAR: A CAPSULE COLLECTION OF THREE THROWS DESIGNED IN CONJUNCTION WITH SIMON-SIMONE. THE IDEA BEHIND IT? TO TRANSMIT POWERFUL MESSAGES USING THOUGHT-PROVOKING AND OFFBEAT QUOTES. DETAILS BELOW.

WHAT AND WHO IS SIMON-SIMONE?

A STORE CONCEPT THAT ONLY REFERENCES FRENCH BRANDS. THE CATALOG COVERS SEVERAL HUNDRED PRODUCTS AND THE WATCHWORD OF THIS ENVIRONMENTALLY FRIENDLY AND INNOVATIVE SHOP IS THE OFFER OF A WIDE SELECTION OF CREATIONS THAT MEET THE MAIN CRITERIA IN TERMS OF RESPECT FOR THE ENVIRONMENT (SHORT SUPPLY CHAINS, TRACEABILITY, LOCAL PRODUCTION AND SUSTAINABILITY, AMONGST OTHERS) BUT ALSO WITH A HUMAN ASPECT (SAFEGUARDING EMPLOYMENT). AND ALL OF IT IN KEEPING WITH A POLISHED, TRENDY AND PIONEERING AESTHETIC. BECAUSE SUSTAINABLE CONSUMPTION NEEDS TO MOVE AWAY FROM THE RUSTIC, UNSTYLISH IMAGE THAT CLINGS TO IT.

AND WHAT IS THE COLLECTION LIKE?

IT IS A LIMITED EDITION COLLECTION OF TROWS THAT TAKES THE FORM OF 3 TWO-TONE MODELS WITH GRAPHIC LINES AND QUOTES FROM FRENCH LYRICS. THEY ARE DESIGNED TO PUT ACROSS A POWERFUL MESSAGE AND RAISE AWARENESS OF THE IMPORTANCE OF RECYCLING; “RECYCLE PROUVE QUE TU EXISTE”. HERE AT LA MAISON DE LA MAILLE, WE ADAPT TO THE NEW ENVIRONMENTALLY-FRIENDLY ETHICAL SOLUTIONS THAT EXIST. SIMPLE AS THAT. THERE IS ALSO A MODEL WITH “CHACUN FAIT FAIT FAIT CE QUI LUI PLAID PLAID PLAID”, IN SHADES OF GREEN. THIS THROW IS A PLAY ON WORDS AND PICKS UP ON LA MAISON DE LA MAILLE'S KEY VIRTUES: WHO WANTS TO CHANGE THEIR THROW EVERY THREE MONTHS?

THEN, A THIRD IN PINK WOOL WITH THE FOLLOWING SWEET MESSAGE: “BESOIN DE RIEN ENVIE DE TOI”, WHICH LETS YOU KNOW THAT AN LA MAISON DE LA MAILLE THROW IS ENOUGH TO KEEP YOU WARM WITHOUT WARMING THE PLANET. HOW'S THAT FOR A CHOICE BETWEEN LOVE AND DUTY?

AND WHAT IS IT MADE OF?

IT IS MADE OF RECYCLED WOOL, WOVEN IN FRANCE FROM ECOLOGICAL, INNOVATIVE FRENCH YARN. THE THROW IS PRODUCED BY RECYCLING OFFCUTS THAT ARE NOT USED IN EUROPEAN WORKSHOPS.

IT'S BEING TALKED ABOUT

SPOTTED! THE MAISON DE LA MAILLE X SIMON-SIMONE THROW FEATURED ON THE SET OF “TÉLÉMATIN” IN A FEATURE DEVOTED TO INDISPENSABLE “COCOONING” ITEMS TO CREATE A COZY DECOR IN WINTER. COZY AND ECO-FRIENDLY!

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SUBSCRIBE TO LA MAISON DE LA MAILLE:

THE VERY COSY LETTER