

MOIS  MONT
ECHARPES ET ACCESSOIRES DE QUALITE
FRANCE



Press Book
F/W 2020 Collection

MOISMONT SCARVES AND QUALITY ACCESORIES



In 2012, in Moismont, a vast Picardy farmhouse, Martine Nicolai decided to create an accessory uniting her family and friends.

For her daughter living in Delhi, her brothers cultivating their apple orchards and her friends living between Paris and Tokyo, there is an accessory that everyone likes to wear, borrow and keep precious: the scarf.

Able to capture laughter, secrets, tears, storm and sun; the scarf is for Martine an essential accessory, timeless and full of stories, to write and tell.

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Moismont, a need for authenticity and a return to basics tinged with a desire to escape, a bit from elsewhere in the midst of deep roots.



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The Family House



*Moismont is above
all a house steeped
in history, values
and traditions.*

Bienvenue in Moismont, a family home whose walls resonate with children's laughter and the stories they have witnessed.

In winter,
we put on rubber boots, an anorak, then we bundle up in a scarf to face the cold in the middle of the orchards.
At nightfall, we warm up in a blanket and listen to the crackling wood fireplace.

In summer,
workshops compote and seaside excursions punctuate the holidays. After a hot day, the big children stretch out on foutas in the middle of the garden and look at the stars, the youngest make huts and the adults, whose shoulders are covered with stoles, watch them amused.



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The Journey

In 2005, Martine met Poonam, who made her discover the wonders of her country: India. From their travels and their friendship is born the meeting of a still unknown culture.

India. Ancestral land of knowledge: farming, weaving, dyeing ...

India. Land of women rolled up, draped, adorned with shimmering fabrics ...

The images of these multicolored silhouettes are imprinted on Martine's retina and heart.

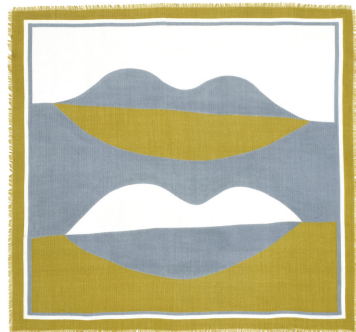


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Design



A season at Moismont is punctuated by a hundred pieces, all numbered and produced by hand, in limited edition.

These pieces include the iconic carré and scarves, to which are added bandanas, silk squares, plaids and, since 2018, shirts and tunics.

All the pieces are designed in France and offer the refinement that everyone needs.

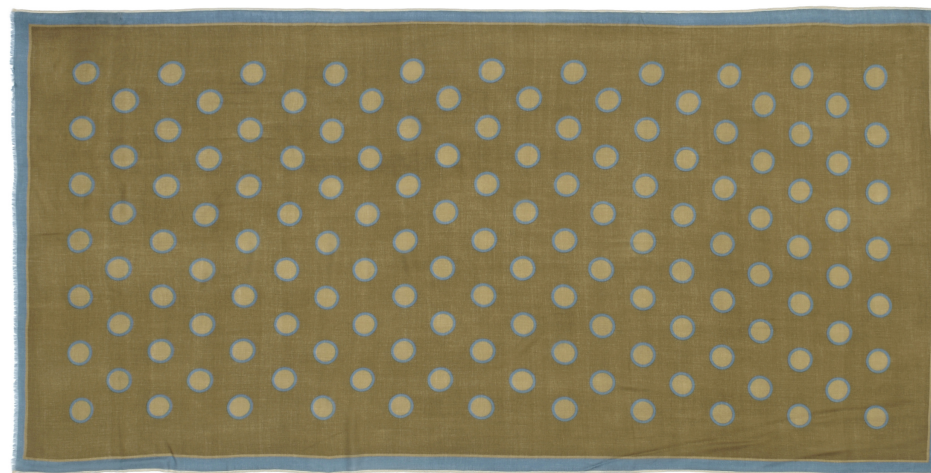
In summer, the pieces are 100% cotton made to resist salt and sand, warm up cool evenings and bring color to outfits.

In winter, they are made of wool and / or cashmere made, soft and warm to face the wind and protect you from the cold.

Material

During the creative process, Martine plays on solids and voids between lines and squares, chromatic invasions and deep solids. A bit of India, a bit of France, a lot of love and details that make Moismont so unique. Nothing is left to chance. Not a thread, not a seam, not a finish escapes the eyes of Martine, who, every year, checks the quality of her collections from India.

Between an extended scarf and this same model tied around the neck, at the waist or in the hair, we quickly see the refinement of the composition. Blue marries brown, green embraces purple, orange teases pink ... A whole world of color is created, a whole palette that the Moismont universe explores. Immediately recognizable.



Cette écharpe Moismont est imprimée à la main par des artisans qualifiés. Des irrégularités et imperfections peuvent apparaître et font le charme et l'authenticité de cette pièce.

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Compte à rebours



Each Moismont design is called by a number. There is no confusion between yours and hers. Since the creation of the brand, all models have been numbered and have their certificate of authenticity and quality control. An important detail, which creates the link between the accessory and oneself.

Behind a Moismont scarf, we take shelter, we warm ourselves, we cry, we laugh, we live, as behind the walls of a family house.





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