

MaisonCléo

BRAND OVERVIEW



CONTENTS

THE BRAND

MARIE DEWET

PARIS FASHION WEEK

COLLABORATION

PRESS AND CELEBRITY HIGHLIGHTS

IMPORTANT DATES

CONTACT



THE BRAND

Handmade to order brand born to propose simple but worked pieces made in deadstock fabrics coming from French Couture houses, designers and factories. Pieces are limited depending on the fabric's availability.

In just a few years, MaisonCléo has fostered a reputation not only for their gorgeous designs, but refreshing transparency.

With a made-to-order system, MaisonCléo is a fashion label committed to using only leftover fabrics from French Couture Houses and factories.

MaisonCléo produces limited runs but also works with exclusive drops with Net-à-Porter, Selfridges, Le Printemps, Opening Ceremony...

Each MaisonCléo design is handmade-to-order.

No collections but new designs according to the seasons, desires and fabrics.

Full transparency, meaning you can discover everything from the fabric costs to how many time was spent to make the garment.

MARIE DEWET

From Calais, North of France, Marie Dewet grew up surrounded by women who have always worked in textiles.

Previously working for Vestiaire Collective for over three years as the VIP team manager, Marie Dewet launches MaisonCléo at the same time.

MaisonCléo now enjoys international recognition.



PARIS FASHION WEEK

MaisonCléo debuted runway during March 2022 Paris fashion week. MaisonCléo also presented her collection in PFW September 2022 and looks forward for the upcoming seasons.

All the pieces presented at the shows were available to order the following week on www.maisoncleo.com

Many fashion insiders and international style icons have attended MaisonCléo shows including :

Clara Cornet, Sophie Hersan, Jeanne Damas, David Siwicki, Peggy Frey, Thea Jones, Lolita Jacobs, Carol Gerland, Nathalie Lucas, Marta Cygan, Elena Cavagnara, Samia Giobellina, Alyssa Coscarelli, Natacha Morice, Anne Laure Maïs, Sabina Socol, Maria Bernad, Valérie Tribes, Gala Gonzales, Elisabeta Tudor, Alice Pfeiffer...

Alongside influential editors including the team from French Vogue, Les Inrockuptibles, Vogue US, Elle, L'Officiel, Nylon, tourist.souvenirs, Tagwalk, Marie Claire France, The Webster, Valérie Tribes, Instagram, L'Obs, Vestiaire Collective, Natacha Morice, W magazine, New York Times.



WWW.MAISONCLEO.COM

MAISONCLÉO
SPRING/SUMMER 22



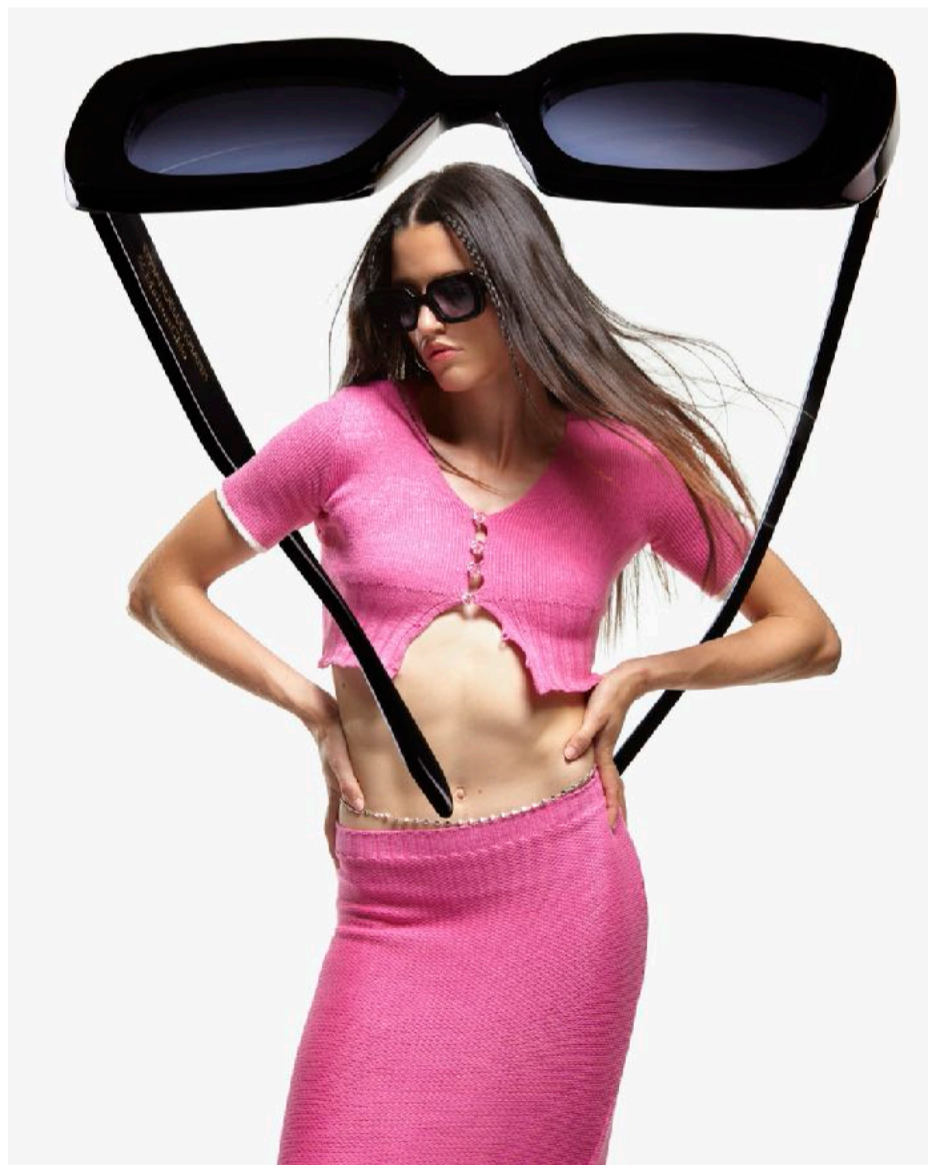
COLLABORATION

MaisonCléo

&

EMMANUELLE KHANH

MaisonCléo & Emmanuelle Khanh create an exclusive handmade-in-France summer capsule from upcycled acetates for MaisonCléo first "Première Fois" fashion show during Paris Fashion Week. Emmanuelle Khanh and MaisonCléo share strong values of feminine creation and savoir-faire Français.



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CELEBRITÉS

Worn by everyone from Emily Ratajkowski to Jeanne Damas, Fashion insider Camille Charrière to Léandra Medine, Model Devon Lee Carlson to the actress Adèle Exarchopoulos...

PRESSE

French Vogue, British Vogue, Vogue Japan, Vogue China, Vogue Spain, Vogue Australia, Elle France, Elle UK, Elle US, Elle deutsche, Glamour France,

Glamour UK, Man Repeller, Grazia France, Grazia UK, Harpers Bazaar US, Harpers Bazaar UK, Madame Figaro, Russh, L'Express Style, Jalouse, L'Officiel, Times, Forbes, W magazine, GQ, Vanity Fair, Marie Claire US, Marie Claire France, Les Inrockuptibles...

DIGITAL

MaisonCléo Instagram: 132,000 followers

Instagram followers who support MaisonCléo :

Emily Ratajkowski 29,6 mio

Devon Lee Carlson 1,5 mio

Camille Charrière 1,3 mio

Leandra Medine Cohen 1 mio

Jeanne Damas 1,5 mio

Sabina Socol 832,000

Anne Laure Maïs 678.000

Lena Simonne 300.000

Meadow Walker 3,7 mio

Gala Gonzales 1,5 mio

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IMPORTANT DATES

Opening Ceremony exclusive collection - December 2018
Net-à-Porter exclusive collection - June 2019
Printemps Haussmann exclusive collection - September 2019
Net-à-Porter exclusive Holiday collection - December 2019
Net-à-Porter exclusive summer collection - June 2020
Selfridges exclusive Holidays collection - December 2020
Net-à-Porter exclusive pre-spring collection - February 2021
Selfridges exclusive summer collection - July 2021
Net-à-Porter exclusive autumn collection - September 2021
Net-à-Porter exclusive Holidays collection - December 2021
« Première Fois » March 2022 first runway show - March 2022
« L'Affranchie » September 2022 FW runway show - September 2022
Net-à-Porter exclusive autumn collection - October 2022
Printemps Haussmann exclusive autumn collection - October 2022



MaisonCléo is also available on its own e-commerce site :

WWW.MAISONCLEO.COM



CONTACT

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