

# MaisonCléo

PRESS BOOK

# Emily Ratajkowski's Best Outfits Ever

Emily looks just as good in clothes as she does out of them.

APR 19, 2018 6:29AM BY GRACE O'NEILL (67 IMAGES)



Let's be frank: Model, actress and activist Emily Ratajkowski is best known for how (ridiculously) good she looks **sans clothes**. But to assume that means she can't really *turn it out* in the fashion department would be a huge mistake.

Emily's love for fashion is well-documented, having sat front row at multiple fashion weeks and forged long-term relationships with designers ranging from Zac Posen to Jacquemus.

With a focus on cool-girl staples (see: **I.AM.GIA**'s Cobain trousers and blouses by **MaisonCléo**) mixed with tailored classics, Emily's style both off-duty and on the red carpet is formidable.

Dec 9, 2021, 05:04am EST | 77 views

# Meet MaisonCléo, The New Face Of Gen Z Fashion Championing Transparency



Meet MaisonCléo, The New Face Of Gen Z Fashion Championing Transparency  
MAISONCLÉO

**MaisonCléo**, a French design house that's grown organically on social media thanks to its stylishly quirky yet timelessly chic style, has made waves in the industry during summer 2021. Thanks to a published receipt that detailed exactly how much it cost the brand to produce a piece of garment (the news were picked up by no other than Vanity Fair), fans of **MaisonCléo** were given another reason to love family-run label that's championing not only sustainability but also (the much-feared) transparency.

Speaking to **Marie Dewet**, the designer and one half of the founders of MaisonCléo (the family firm was founded by Dewet and her seamstress mother, Nathalie Dewet), I find out more about the journey of the young brand as well as their goal of making fashion the "old-fashioned" way.





MODE

## Comment Emily Ratajkowski fait du monochrome sa signature mode ?

Leçon de style.

PAR HÉLOÏSE SALESSY

13 juin 2022



Le monochrome, **Emily Ratajkowski** en fait petit à petit sa signature mode. Quelques jours auparavant, le top et autrice du livre *My Body* faisait grimper son quotient mode dans une silhouette intégralement signée **MaisonCléo**. Ou comment calquer ce je-ne-sais-quoi très français en choisissant cette jolie marque responsable dont les pièces sont confectionnées dans l'Hexagone.



*‘Als je concessies doet  
verandert er nooit wat in  
de modewereld’*

KEVIN GERMANIER

# FASHION UPCYCLING

Duurzame merken *die kleding maken waarvan  
je gaat watertanden?* ZE BESTAAN. Vogue  
*selecteert het neusje van de zalm. Dé kleding- en  
accessoiremerken die zowel ethisch verantwoord als  
reuzebegeerlijk zijn.* tekst ALJA BAKKER



GABRIELA HEARST



GABRIELA HEARST



BITE



MARINE SERRE



MAISON CLÉO



MARINE SERRE



MARINE SERRE



CONNER IVES



RICHARD MALONE



SHOP DÔEN



FASHION

## 14 Independent Brands On A Mission To Change The Fashion Landscape

BY ALICE CARY  
25 NOVEMBER 2020



### MaisonCléo

[@MaisonCleo](#)

**What is it?** MaisonCléo's founder and fashion school graduate Marie Dewet never set out to make a brand. "I couldn't find any French-made brands that I could afford, so I started to buy some silk fabrics, draw some pieces and asked my mother (who's a professional seamstress) to make me my clothes." Keen to share her unique designs, Dewet made a public Instagram account which amassed considerable interest and thus, MaisonCléo was born. "The most important is to do what we like, be encouraged and be able to change some people in the way they used to consume fashion: To show them that alternatives to fast fashion do exist and that we are all responsible in how our future evolves."

**Look out for:** The mother-daughter duo specialise in summery puff-sleeve blouses so lovely that they have even caught the eye of Emily Ratajkowski. Some pieces are made from couture house leftovers or vintage fabrics, and their lace is sourced from the Darquer factory in Calais, where Dewet is from. Bestsellers include the Agnès, Julie and Angèle blouses. Meanwhile [MaisonCléo's eye-catching knits are perfect for autumn.](#)



# VOGUE

## 16 LOOKS QUI PROUVENT QU'ADÈLE EXARCHOPOULOS EST UNE ICÔNE MODE



Stephane Cardinale - Corbis/Corbis via Getty Images

9/16



Adèle Exarchopoulos dans une robe Maison Cleo lors de  
la 77ème Cérémonie de la Mostra de Venise, en 2020

## 9 Celebrity-Approved Fashion Labels That Made It Big in 2018

by BROOKE BOBB  
December 20, 2018 11:13 AM

This was the year of fashion discovery for the famous faces that flood our Instagram feeds each day. Movie stars, models, and even royalty all seemed to have come across fresh new designer labels on social media. Kendall Jenner flaunted a green trench coat by burgeoning Copenhagen label [Saks Potts](#), while her sisters in the Kardashian clan supported fast-fashion brand [Naked Wardrobe](#). Meghan Markle spent a day of touring abroad in [Veja's sustainable sneakers](#) and Emily Ratajkowski showed love for the mother-daughter team behind handmade shirting label [Maison Cléo](#). It wasn't long before these buzzy new fashion names caught on with the rest of the world.



### [MaisonCléo](#)

Quietly launched late last year by mother-daughter team Marie and Cléo Dewet, this special line of handmade shirts has blown-up in 2018, thanks in large part to Instagram. The duo take orders over DM and have designed pretty, summery tops for the likes of Emily Ratajkowski and Leandra Medine. You their artisanal pieces all over your feed this summer and that steady stream of new business is showing no signs of slowing down.



# VOGUE

FASHION BEAUTY COLLECTIONS DECORATIONS LIFESTYLE VIDEO LECTURES SHOP



## Why you should keep an eye on the French brand MaisonCléo – its creators offer a “healthy” alternative to the mass market

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Just imagine: clothes will be sewn especially for you according to your measurements in a small French atelier – and this is quite an affordable luxury.

SASHA SABYNINA

JANUARY 20, 2022

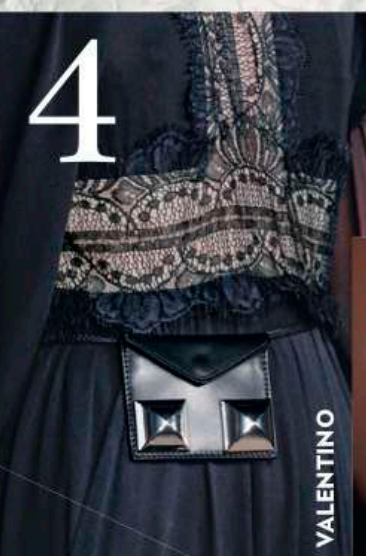


# VOGUE LOVES



## LABEL TO KNOW MAISON CLEO

Can the onset of spring be encapsulated in one puffed-sleeve, lighter-than-air blouse? Insta-famous celebrity favourite Maison Cleo's dreamy blouses, made in natural cottons and silks, offer just the respite from sweater weather. Made-to-order in zero waste and no size restrictions, the pieces by mother-daughter duo Marie and Nathalie Dewet go live on their online shop at 6.30pm (CET) every Wednesday. "Imagine a society that buys more conscious. We aim to change consumption habits by showing people brands like us exist," says creative director Marie. With this in mind, they source deadstock from couture houses or lived-in clothes from Dewet's grandmother's closet. [Maisoncleo.com](http://Maisoncleo.com)



Patchwork belt bag. **Roberto Cavalli**, price on request

'Saddle' belt pouch, **Dior**, price on request



A year after Gal Gadot's portrayal sealed the box-office domination of DC Comics's *Wonder Woman*, Marvel gets ready to launch its first superhero film helmed by a woman. This month's *Captain Marvel* will see Brie Larson bring to life the beloved Air Force pilot turned superhero Carol Danvers, and we can't wait to see this heroine save our world.

## GOCHUJANG + SRIRACHA = WEAK KNEES

Last year was all about the complex Korean gochujang sauce and the year before we savoured the sweet-spicy flavours of sriracha. This year brings to you the best of both the worlds in this one bottle. Only, you'll have to lug it back from your next trip to New York. [Bushwickkitchen.com](http://Bushwickkitchen.com)

INDIGITAL MEDIA, SHUTTERSTOCK.COM

## IT'S A CINCH!


Less hangover from the '80's, more entrenched in our everyday wardrobe, the belt bag/fanny pack/bum bag (or whatever you wish to call it) grows up this season. Think around-the-waist, crossbody, utilitarian or satchel-like.

Weak Knees Gochujang Sriracha, **Bushwick Kitchen**, ₹710





Pre-order is one approach being pushed by sustainable experts. It's easier for small brands to implement — brands such as independent French brand Maison Cléo, which opens its e-commerce site once a week only, allowing up to 30 garments to be pre-ordered each time. Nike works on a huge scale, but experts believe that some form of pre-ordering system could help the brand to mitigate its impact by anticipating demand and reducing waste.



**maisoncleo**
101 k abonnés

Voir le profil

## MaisonCléo

mère et fille


**JULIE cotton blouse x1**

Details

Fabric - 1,30 m x 10,00	13,00
Time of production - 2,5 hours	37,50
Paypal fees	3,99
Hosting website per item sold	0,30
Country tax	6,50
Marketing fees (shooting...)	8,00
One scrunchie	5,00
MC net margin	35,71
Packaging with recycled postcard	0,00
Custom with your measurements	0,00
All our love	0,00
Fight against fast fashion actions	0,00





**Total €110,00**

by Paypal - 6/11/2020




6764416656272829


Afficher le profil sur Instagram

6,273 mentions J'aime  
maisoncleo

Please find attached your MaisonCléo Julie blouse order receipt 

afficher les 133 commentaires

Ajouter un commentaire... 

The New Standard Institute, which issued a roadmap for rebuilding the fashion industry sustainably earlier this year, encourages brands to communicate impact reduction rather than making broad brushstroke claims about sustainability or ethics. “We shouldn’t be looking for perfection or driving the idea that a product can be perfectly ethical,” adds Harriet Vocking, chief brand officer at sustainable fashion consultancy Eco-Age.



# For a personal touch, it is worth the wait

Buy now, receive later. Much later. *Caroline Leaper* discovers the new slow-fashion brands making designer clothes to order – at high street prices

In a world where high street shops are restocked daily with fresh stock, and websites like matchesfashion.com can offer a 90-minute express delivery service (in London), the thought of deliberately waiting several days or weeks for your new silk blouse to arrive feels quite novel.

But several emerging labels are gaining traction thanks to their ability to offer the opposite of what is now the expected fast-fashion experience. By making their pieces to order, MaisonCléo, Frilly, Fame and Partners and other "slow fashion" start-ups are gaining cult followings of women who are looking to shop with a more considered approach in 2019.

You buy. You wait. And you're forced to think about whether you will really want this item when it arrives in a few weeks' time, rather than mindlessly clicking a button to add to basket. It's a simple formula, but one that might just change the way we shop in the future.

"Of course, this is not a future of retail, it's actually going back to the past," points out Marie Dewett, who co-founded the Lille-based slow-fashion label MaisonCléo in 2017, selling handmade cotton and silk blouses. The brand's e-store opens only on Wednesday afternoons for customers to place their orders and Marie's mother, co-founder Cléo Dewett, hand-makes every piece. "The made-to-order system has existed for centuries, this is

how fashion used to be created, so we didn't invent anything new," she laughs. "Our e-shop opens once a week because the demand is high and we are a small business, but clients are more than willing to wait up to three weeks to receive their piece of clothing, because they know it has been custom-made for them by my mother."

Like MaisonCléo, British designer Olivia Havelock has found that customers come to her brand Olivia Rose for the experience of having something

**"This is not the future of retail, it's actually going back to the past"**

manufactured just for them, as much as they do because they like the product. It's not bespoke or couture (and it's high street prices), but you can speak to the person who is making your clothes, tweaking details such as sleeve and hem lengths to suit your needs. Havelock offers a set number of new, but not trend-led, designs each season, which she is willing to adapt for clients. Each piece takes her around four hours to make at her studio in Edinburgh, and her business can accept up to 30 orders per week.

"I haven't had a single complaint about people waiting for their items," she says. "I make everything in-house



and can usually send items within three to five days of the order being placed. Even during my busy periods people are always very understanding, as they appreciate I'm doing everything myself and they know they are getting something custom-made, which makes it a lot more special and worth the wait."

At MaisonCléo, the Dewetts say that they build strong connections with their customers, which encourages them to come back again and again. "This experience is why they order from us," Marie says. "They like the mother-daughter story behind the brand and, as everything is handmade, they say it's like receiving a piece made by their grandmother or someone from their own family."

So what is good to buy the slow way? Timeless blouses are a popular choice for first-time slow buyers, as it is easy to understand what you're going to get and why it's special. It's affordable (ie, low risk) and the manufacturing window tends to be within a week or so. Summer dresses, loungewear and knitwear are also great things to commission, but will take longer for more complex works.

New York jewellery brand SVNR makes its semi-precious earrings and necklaces from recycled materials, taking eight days for an average piece. If you order one of Susan Alexandra's hand-beaded bags, strong typically with more than 1,500 beads, it will take eight weeks. Fame and Partners has a particular focus on dresses and can turn something special around for your next spring wedding, with a wait time of just seven days if you choose to pay more to bump your piece to the front of the queue.

Exclusivity has always been appealing in fashion, and knowing that you have something that it would take weeks for someone else to get hold of is part of the thrill. Everything on the MaisonCléo website appears to be sold out at first glance – you have to read about three sentences more than you would on a normal shopping site to get what's going on here.

"The story and process behind the garment holds real value for people now. It's what makes the purchase even more special," notes Paris Hodson, the founder of Lincolnshire-based loungewear brand Stalf, of the way that customers will now talk about their clothes and where they've shopped with their friends. "For me, it goes beyond stating that the garments are made in the UK, it's about communicating that the whole process is carried out in-house, under one roof. This is really important."

Very small businesses and independent seamstresses, like Hodson at Stalf and Havelock at Olivia Rose, are now thriving



## SLOW FASHION HOW IT WORKS

**Olivia Rose**  
Every item is handmade by designer Olivia Havelock from her Edinburgh studio. Orders are typically dispatched within two weeks and she will exchange or alter if the fit is not as desired. From £45; [oliviारose.thelabel.com](http://oliviारose.thelabel.com)

**Stalf**  
Founder Paris Hodson hand-cuts and makes every piece of luxe-loungewear sold by her Lincolnshire-based brand Stalf, usually within three weeks. She has a 14-day return and exchange policy. From £55; [stalf.co.uk](http://stalf.co.uk)

**Fame and Partners**  
Australian label Fame and Partners can make its dresses to order for you in as little as seven days. If you choose to return it, you will be charged a small Zero Waste Fee (about £11 per item) for the environmental impact. From £55; [fameandpartners.com](http://fameandpartners.com)

**Frilly**  
Frilly's ready-to-wear collections are customisable, with each piece made to order in Los Angeles. They offer free shipping, usually within 10 days, and free returns. From £63; [frilly.com](http://frilly.com)

**MaisonCléo**  
Mother and daughter Marie and Cléo Dewett hand-make

each of their cotton and silk blouses in Lille, France. Their e-shop opens once a week for orders, and garments take up to two weeks. Prices on request; [maisoncléo.com](http://maisoncléo.com)

**SVNR**  
All jewellery pieces from SVNR are custom made by hand with unique stones and shells. Small adjustments can be made to accommodate clip-on or pierced earrings, but all sales are final. From £32; [svnrshop.com](http://svnrshop.com)

**Susan Alexandra**  
Susan Alexandra's beaded bags are all handmade in New York and typically take two weeks to make. All sales are final from this brand. From £69; [susanalexandra.com](http://susanalexandra.com)

**NST**  
Miami-based accessories label NST offers made-to-order bags and jewellery. Dispatched within five working days and returns are allowed. From £66; [nst-studio.com](http://nst-studio.com)



with this type of production model – one that gives some hope to the ailing world of British manufacturing. Where once a fashion brand would have been over if it couldn't adhere to fashion's strict seasonal calendar, or meet huge orders from department stores, now brands are able to set their own pace and agenda.

"Starting out hand-making every item was the only choice I had to produce the designs I wanted," says Havelock, who studied textile design at Chelsea College of Art and Design in London and first jumped on a sewing machine at the age of eight. "I didn't have the money to contact a factory and order hundreds of units, as I was starting with very little money and virtually no following. I knew I wanted to produce in the UK and in small quantities, and now I love making each piece myself. It means I can offer custom measurements for any shape and size, it gives me a close relationship with my customers and I don't waste any fabric."

Not all slow-fashion brands claim to use recycled or eco-friendly materials, but all do claim some sense of sustainability in their practices, by making items to last using quality materials and vowing to reduce waste with their made-to-order strategies. These companies don't overproduce or hold stock, meaning that there is less wastage, less pollution from unnecessary processing and less dead stock being sent to landfill when it's unsold at the end of the season. Global production in the clothing industry exceeded 100 billion garments a year in 2018, and brands like Burberry have previously been criticised for overproducing and "stock destruction", burning merchandise that hasn't sold.

"We are talking about clothes here, not daily essential goods," says Dewett. "Everyone can wait two or three weeks to receive a piece of clothing. When we know that fashion is the second most polluting industry in the world, it makes me crazy that clothes are still being made in mass quantities in advance." Slowing things down a little could do us all some good. "Let's increase our consciousness when creating things we and others will love, and respect production and labour," adds Georgina Johnson, founder of The Laundry Service platform and a sustainable fashion advocate. "And wait a little while. Why all the rush?"

## STREET STYLE NEW SEASON STYLING TRICKS

*The street style set in New York offered a welcome lesson in how to refresh simple outfits, says Krissy Turner*



### Timeless monochrome

The easiest way to look expensive? Pair cream with black à la vice-president of Bergdorf Goodman, Linda Fargo. While it's definitely not the most practical look, it packs a stylish punch. Just avoid all coffee and soup... Ari boots, £285 (aeyde.com); Cashmere roll neck, £315 (and-daughter.com)

### Switch up your belt

Why keep a chic belt hidden under layers? Instead, replace the original one from your coat with a statement number. Eva Chen proves it's a thing. Burgundy leather belt, £59 (uterque.com)



### Unexpected colour pairings

On paper, rust and cobalt shouldn't work, but the matchy-matchy element of model and professor Lyn Slater's look brings them together nicely. See Isabel's column below, left, on how to nail bright pairings for the office. Rust coat, £150 (topshop.com); Wool scarf, £19.50 (marksandspencer.com)



### Accessories are key

An accessory refresh is the easiest way to bring your look up to date. This season's must-haves are a snake-print boot and a bright white tote. Ankle boot, £49.99 (mango.com); Staud tote, £175 (matchesfashion.com)



### Try double-coating

Bored of your winter coat? Us, too. But it's still too cold to sport a jacket on its own. The solution is simple: wear two light layers at once, like stylist Nausheen Shah. Trench coat, £135 (cosstores.com); Leather jacket, £299 (stories.com)





Beauty &amp; Style &gt; Style

# The Vacation Wardrobe of Your Dreams

Cool cuts. Juicy colors. These are the hot-girl-on-an-island vibes that belong in your suitcase (or honestly, just your closet).



by MALLORY RICE and PHOTOGRAPHS BY DAMIEN FRY AND FASHION BY CASSIE ANDERSON AUG 26, 2022



MaisonCléo dress. Haute Victoire earrings. Lili Claspe necklace. Ginette NY ring. Luar bag.

DAMIEN FRY



# Emily Ratajkowski's crush

The model and activist has included several garments from independent firms in her summer wardrobe



A couple of weeks earlier, the activist and author of the *My Body* essay had already given her approval to another independent Spanish brand: Paloma Wool . In her dressing room we have been able to sign the *Olivinchi top* in yellow and pink, combined by the model with a very tight knit skirt from Maison Cléo. In another of her street outfits, she was photographed wearing a top and mini skirt from the same brand, and this time she completed the look with Zara cowboy boots. Among the best-known clients of the Catalan firm founded by Paloma Lanna in 2014 there are stars like Rosalía, Kendall Jenner or Kourtney Kardashian. Summer has just begun and in Emily Ratajkowski's capsule wardrobe it is clear that Spanish fashion has a prominent weight, will it include any new *made in Spain* firm in the coming months?

More news about:

[Emily Ratajkowski](#) [Trends](#) [Spring Summer Fashion](#)



# TAGWALK

THE FASHION SEARCH ENGINE



MAISONCLÉO  
FALL/WINTER 2022 — Look 1



MAISONCLÉO  
FALL/WINTER 2022 — Look 2



MAISONCLÉO  
FALL/WINTER 2022 — Look 3



MAISONCLÉO  
FALL/WINTER 2022 — Look 4



MAISONCLÉO  
FALL/WINTER 2022 — Look 5



MAISONCLÉO  
FALL/WINTER 2022 — Look 6



MAISONCLÉO  
FALL/WINTER 2022 — Look 7



MAISONCLÉO  
FALL/WINTER 2022 — Look 8



MAISONCLÉO  
FALL/WINTER 2022 — Look 9



MAISONCLÉO  
FALL/WINTER 2022 — Look 10



MAISONCLÉO  
FALL/WINTER 2022 — Look 11



MAISONCLÉO  
FALL/WINTER 2022 — Look 12



MAISONCLÉO  
FALL/WINTER 2022 — Look 13



MAISONCLÉO  
FALL/WINTER 2022 — Look 14



MAISONCLÉO  
FALL/WINTER 2022 — Look 15



MAISONCLÉO  
FALL/WINTER 2022 — Look 16



MAISONCLÉO  
FALL/WINTER 2022 — Look 17



MAISONCLÉO  
FALL/WINTER 2022 — Look 18



MAISONCLÉO  
FALL/WINTER 2022 — Look 19



MAISONCLÉO  
FALL/WINTER 2022 — Look 20



MAISONCLÉO  
FALL/WINTER 2022 — Look 21



MAISONCLÉO  
FALL/WINTER 2022 — Look 22



MAISONCLÉO  
FALL/WINTER 2022 — Look 23



MAISONCLÉO  
FALL/WINTER 2022 — Look 24



## Instagram 8 brands på Instagram som du skal holde øje med

Onsdag, 24. oktober 2018 - 11:42 - af Johanne Brostrøm, Assistent: Sille Marie Kruse.

Og denne metode kan vise sig yderst frugtbar, da vi i større og større grad bruger netop Instagram til at opdage og shoppe nye og spændende brands.

ELLEs Fashion Editor, Johanne Brostrøm, scroller dagligt igennem Instagram, netop for at blive inspireret og måske endda opdage nye brands, som endnu er under radaren.

Her får du otte udvalgte Instagram-profiler som er værd at holde øje med. Den røde, eller rettere sagt, grønne tråd, der går igen for mange af disse brands er, at de producerer deres produkter på en bæredygtig måde. Hvad end det er ved brug af genbrugsplast fra havet - eller ved at bruge stofrester fra nogle af de store modehuses masseproduktioner. Vi er vilde med at se, at så mange nye mærker vælger bæredygtig produktion.

Læs også: [Her er 6 bæredygtige brands, du skal kende.](#)

### Maison Cleo

**maison...**  
24.9 k abonnés



[Afficher le profil sur Instagram](#)



**3,660 mentions J'aime**

**maisoncleo** New piece in 100% organza silk, straight from the atelier, to worn with our new wool sets, coming soon too 🍁

[afficher les 153 commentaires](#)

[Ajouter un commentaire...](#) 

Det er næppe frste gang, du hører om det franske mærke Maison Cléo. Det lille bæredygtige mærke er skabt af mor-datter duoen Cléo og Marie. De køber reststoffer fra større produktioner og forvandler dem til deres egne skønne kreationer. Marie designer de fine styles, og Cléo syer dem. Alt de producerer er made-to-order for at undgå spild, og man kan endda få deres styles syet efter egne mål.

## Instagram's New Big Thing? Made-To-Order Fashion Brands Run By Women (And Championing Sustainability)

A wealth of new fashion labels are emerging that are returning to a slower, more personal form of production – and attracting a huge following in the process...

BY [HANNAH BANKS-WALKER](#) | POSTED ON 03 03 2020

New research shows that the rate of women's entrepreneurship rose by 10% last year – with 163 million women starting businesses. That's good news when you consider that [Boston Consulting Group reports](#) that the global economy could be boosted by \$2.5 trillion to £5 trillion dollars if women and men participated equally as entrepreneurs. Plenty already are, of course – and the one place where female-led businesses are visibly flourishing is Instagram, especially when it comes to made-to-order fashion businesses that champion a smart, sustainable approach to shopping. And one that's still big on style.

Take MaisonCléo's Insta-friendly puff-shoulder tops and organza blouses, which have amassed more than 42,000 followers, including Emily Ratajkowski and French cool girl Anne-Laure Mais. According to [Stylight](#), the fashion search platform, the brand has had a 267% growth in clicks from November 2019 to February 2020.



[Afficher le profil sur Instagram](#)



538,521 mentions J'aime

emrata

About that espresso life

[afficher les 1,758 commentaires](#)

[Ajouter un commentaire...](#)



Handmade to order in France by [Marie Dewet](#) and her mum, each piece is made from leftover fabric and their Insta success has led to the collection now being stocked on Net-a-Porter. Libby Page, Net-a-Porter's senior fashion market editor, says, 'MaisonCleo has a loyal customer base on Instagram which drives sales. The brand also has a strong, clear ethos and is transparent. Being honest about being a small family business and producing small quantities as a way to be sustainable adds to the connection that customers might feel towards the label.'





Emily Ratajkowski, tout nombril dehors, nous donne une leçon de style en jupe taille basse !



PAR CHLOÉ MAURIN  
Le 6 juin 2022



Un look ultra sexy (comme Emrata en a le secret) !

1/8

## EMILY RATAJKOWSKI, TOUT NOMBRIL DEHORS, NOUS DONNE UNE LEÇON DE STYLE EN JUPE TAILLE BASSE !

Alors que l'été se profile à l'horizon, Emily Ratajkowski prends les devants du style avec une tenue plus hot que jamais.

Alors que l'été se profile à l'horizon, Emily Ratajkowski prends les devants du style avec une tenue plus hot que jamais. En effet, le top sexy est apparu vêtu d'une jupe rose ultra-basse dans les rues de New-York ce jeudi 2 juin dernier. Ode au **style Y2K** (tiré des années 2000), son look coloré avait tout pour faire sensation dans la grisaille de la Big City. Une énième preuve stylée que la jeune maman a tout d'une icône mode.



### Emily Ratajkowski : elle ose la jupe ultra taille basse et on adore

Avec sa jupe taille basse en cachemire rose signée Maison Cléo, Emily Ratajkowski portait un crop top imprimé mais aussi des baskets Salomon. A son bras, le tout nouveau it bag de la maison Miu Miu, baptisé **Miu Wander**. Fan de Maison Cléo depuis la première heure, le top a toujours montré son soutien à la jeune griffe française et responsable en portant quotidiennement ses pièces sur-mesure. Un engagement stylé qu'elle perpétue avec ce look sexy et dans l'air du temps dont on s'inspire définitivement cet été.



# Maison Cléo

AUTOMNE/HIVER - WOMENSWEAR DÉFILÉS





## French fashion brands: You should know these 23 fashion labels

When it comes to fashion, France is clearly ahead. No other country in the world has fashion anchored so firmly in its DNA, has more famous designers and more luxurious labels to offer - after all, we all know names like Chanel, Louis Vuitton, Dior or Hermès. But it's not just the big traditional houses that shape the French style with their collections. We introduce you to cool (and affordable) labels from France that are particularly popular with the fashion crowd

BY ALEXANDRA SCHÖBANDJULIA CAREVIC

MARCH 31, 2022

## You should know these French fashion brands and fashion online shops

### 1. French fashion: Maison Cléo



The sustainable label [Maison Cléo](#) was founded by the mother-daughter duo Cléo and Marie Dewet and is known for its feminine designs. The brand was celebrated on Instagram not least because of its iconic blouses with sweeping puff sleeves – the brand's best-known fans include [Emily Ratajkowski](#) and Leandra Medine Cohen.

The special feature: All designs are made by hand and are available in very limited quantities. However, if you don't want to wait until the next drop, you have the chance to grab selected pieces from Net-a-Porter or [Vestiaire Collective](#).



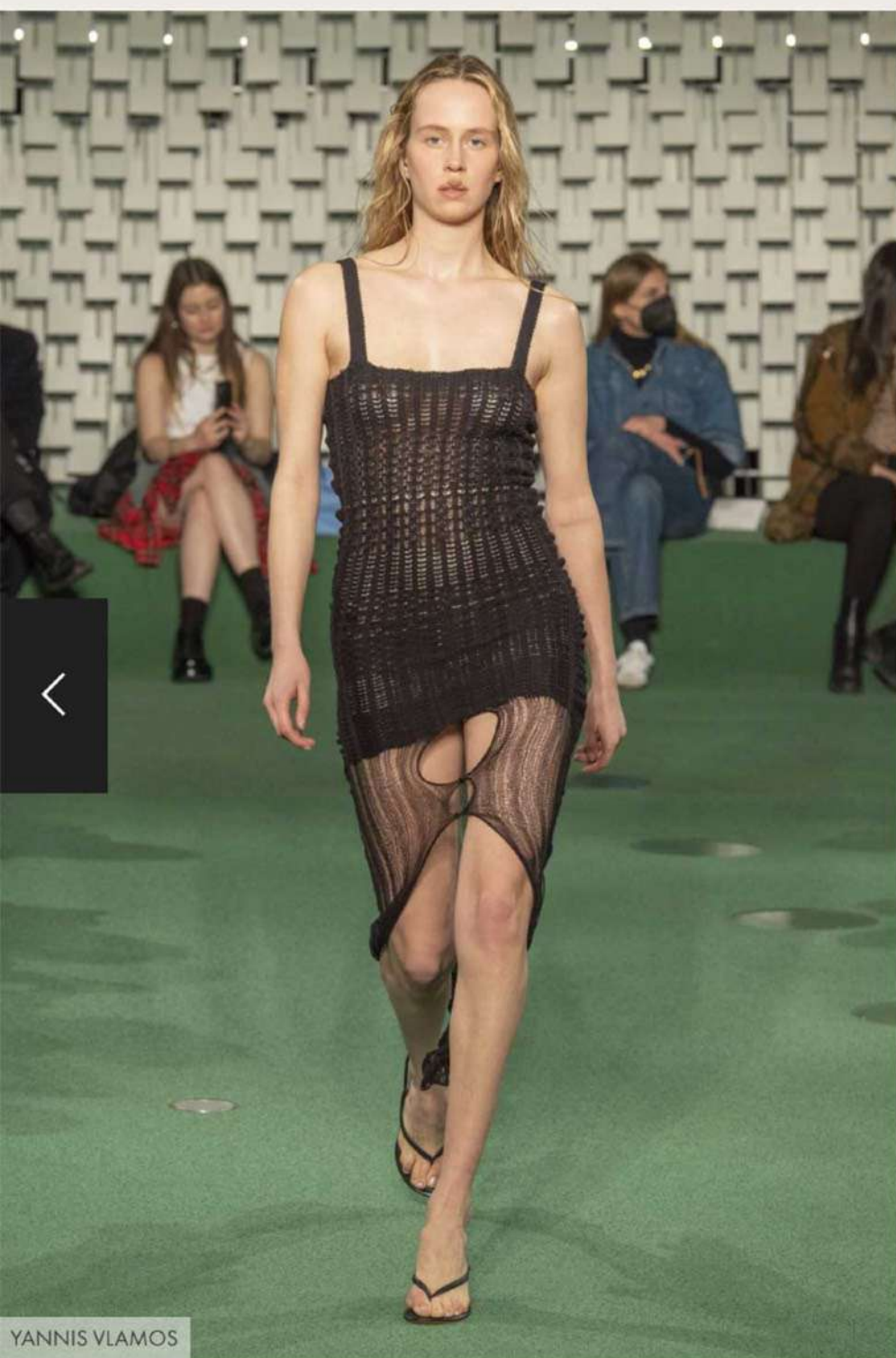
# The Prettiest Dresses Of Fashion Week: AW22

— *Swish, swish, twirl, twirl.*



BY CLEMENTINA JACKSON

12/03/2022



YANNIS VLAMOS

37 OF 188

MaisonCléo AW22







Blouse € 110  
maisonmargiela.nl

## Modehuis

Eten aan een Gucci-tafel, slapen op Gucci-kussens en zelfs behangen met **Gucci**; het kan nu. Het Italiaanse modehuis is een interieurlijn begonnen.



Dienblad met  
slangenprint  
© 399 (Gucci)

# Glamour loves

Een nieuw topmodel, twee merken die alle cool girls **op Instagram** dragen en de interieurcollectie waar wij **onze meubels** direct voor bij het grof vuil willen zetten.

## Moeder & dochter

Woensdagavond om half zeven hebben Glamour's Stephanie en Esmeralda voorlopig geblokt in hun agenda. Op dat tijdstip opent **Maison Cleo** namelijk haar webshop en kun je proberen om een van de perfecte witte blouses, geraite minirokken of baretten te bemachtigen. Alle kledingstukken worden handgemaakt op bestelling door een Franse moeder en dochter. En dus geldt: wie het eerst komt, wie het eerst maalt. Lees: zo snel klikken met je muis als je kunt en bidden dat je wif sterk genoeg is om het item in je winkelmand te krijgen.



ISABEL MARANT



**Hoera! Isabel Marant komt met een mannencollectie.** Ook nu verkent ze de grenzen tussen mannelijkheid en vrouwelijkheid: "I like the grey area of wardrobing, where pieces are exchanged"



## DAS SIND DIE SCHÖNSTEN NACHHALTIGEN SOMMERKLEIDER

von LISA RIEHL  
01. Juli 2019



Die wichtigste Frage, die die Mode gerade umtreibt: Wie kann die Modebranche wirklich nachhaltig werden? Während die Frage für große Marken immer dringender wird, gibt es bereits individuelle Antworten von kleineren Marken, die zusammen eine Lösung für einen verantwortungsvollen Umgang mit Ressourcen, Umwelt und Menschen ergeben. Die Sommerkleider ihrer aktuellen Kollektionen für 2019 zum Beispiel zeigen, wie eine nachhaltige Zukunft für die Mode aussehen könnte.

### 3. DAS MINIKLEID AUS WEISSER SEIDE

MaisonCléo ist der perfekte Kontrast zu den großen Modehäusern aus Paris. Zusammen mit ihrer Mutter – Spitzname Cléo – hat Marie Dewet das Label auf Instagram gegründet, um dort Kleider zu verkaufen, die ihre Mutter in Handarbeit in ihrer Heimat Lille näht. Die Stoffe dafür sind Überreste aus der Produktion von Couture-Häusern, die Preise dafür aber weniger horrende Couture-Summen, sondern vernünftige Preise, deren Zusammensetzung man transparent im Onlineshop nachvollziehen kann. Der eröffnet jeden Mittwoch und verkauft dann alles, was Cléo in einer Woche genäht hat. Aktuell ist eine Auswahl, darunter ein weißes Sommerkleid aus Seide, auch auf Net-A-Porter erhältlich. Ein passendes Scrunchie gibt's übrigens immer als kleines Geschenk dazu.



Foto: PR  
Minikleid aus weißer Seide von MaisonCléo, 295 Euro, über Net-A-Porter





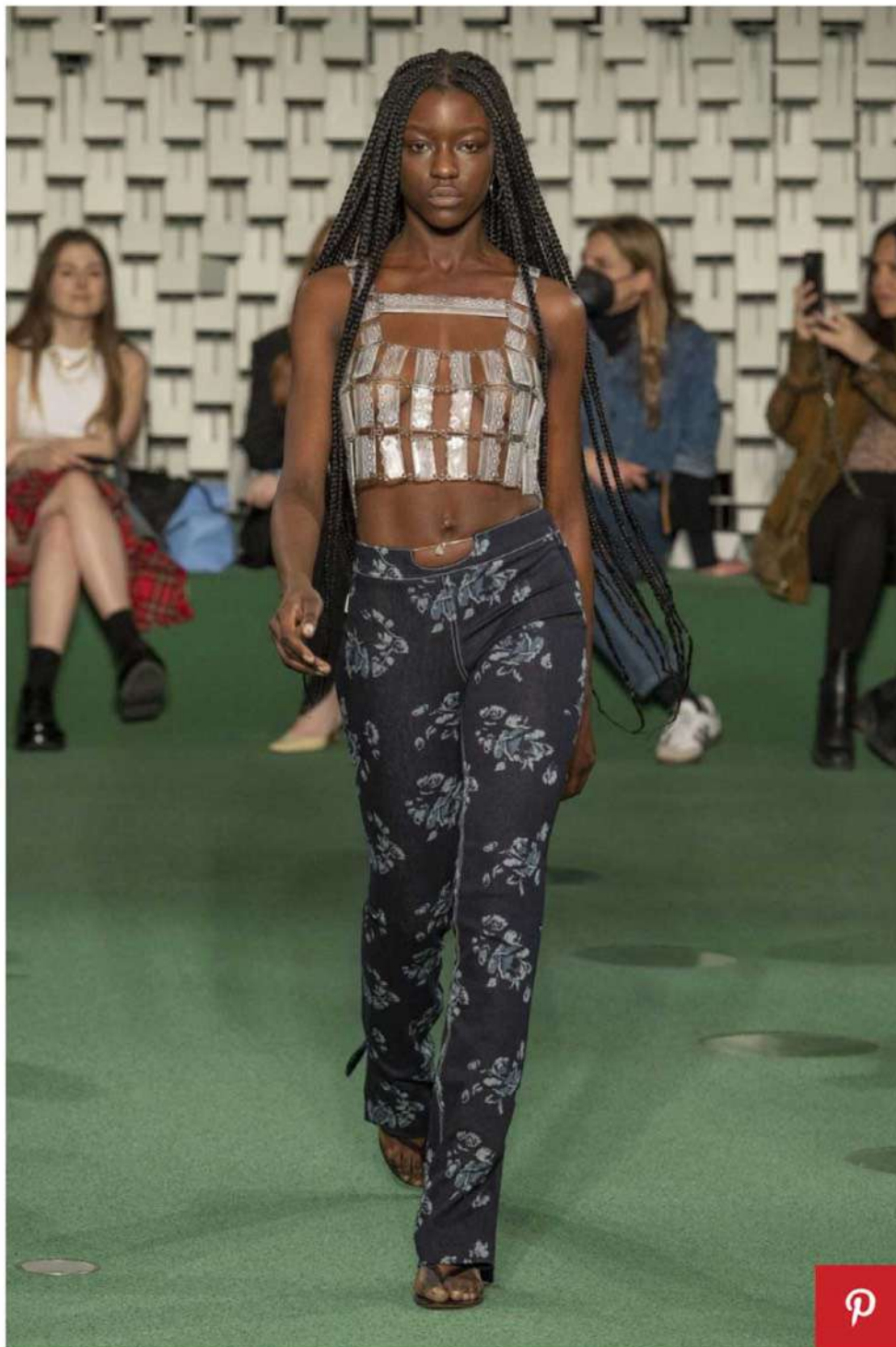
# 7 Emerging Designers to Know from Paris Fashion Week

From quintessential French chic to gothic experimentalism.



BY KRISTEN BATEMAN / MAR 15, 2022

In recent years, New York has stood out as the fashion capital that offers emerging designers a major platform, but after this season, it's become clear that Paris has its own share of new talent to display. The Paris Fashion Week that just wrapped put an unusual focus on young designers, with many new names added to the official calendar. In between shows from the major brands, we were able to see everything from upcycled beadwork to presentations that verged on performance art. Here, seven of our favorite emerging designers from the fall 2022 collections.



| 6 |

## *MaisonCléo*

Even if the name MaisonCléo doesn't ring a bell, you've likely seen the label's pieces on your favorite influencers. The slow-fashion brand does weekly drops of things like little tie tops with sweet collars, frilly summer dresses, and knitwear, all of which feel intrinsically French. Marie Dewet founded MaisonCléo with her mother, and they work together with a small team of seamstresses.

For fall 2022, the designer held her first-ever runway show in Paris, composed of sheer dresses, chunky knitwear, and beach-ready dresses all handmade and ready to purchase on the website immediately following the show.



# InStyle

## Emily Ratajkowski's Literary Look Includes a Sexy Cardigan and a Buzzy Read

A book is a girl's best accessory, after all.



By [Alicia Brunker](#) | May 20, 2022 @ 9:44 am



Emily Ratajkowski | CREDIT: THE IMAGE DIRECT



# L'OFFICIEL

FASHION WEEK

## MaisonCléo held its first show in Paris: fashion for all women

During Paris Fashion Week, the French fashion brand MaisonCléo hosted its first fashion show, showcasing the latest collection, Première Fois.

03.12.2022 author: L'Officiel Lithuania



MaisonCléo models, photo by Yannis Vlamos

MaisonCléo hosted its first fashion show, Première Fois, at the Espace Niemeyer events and exhibition center during Paris Fashion Week. In a space reminiscent of a space station, the mannequins walked in a circle on a podium. They wore handmade clothing, from knitted blouses and skirt ensembles, open-cut cardigans, MaisonCléo's exclusive blouses to distributed shoulders and puffy sleeves, translucent fabric and silk dresses to garments chained in crystals.

The collection reflected holiday and sea themes, some fabrics were printed with ocean motifs, the bodies of the models were decorated with metal straps with starfish and dolphins, and the knitted dresses were three-dimensional starfish wrapped in knitted coral.



## Chic Spring Dresses to Shop from Small Designer Brands

Warm weather has returned and it's time to celebrate sartorially with dresses from small labels that you can shop online.

03.19.2020

by Ryan Norville

When temperatures start to rise and a sun icon appears in our weather forecast, we are almost innately wired to make a stark change in wardrobe. There is something quite celebratory and significant about putting away our winter coats and breaking out some spring dresses, shorts, or statement pieces on the first warm day of the year. Perhaps this means shedding some of your heavier fabrics for cotton and linens, swapping your all-black aesthetic for some optimistic pastel hues, or making your biggest "spring is here" statement by wearing your first spring dress of the year.

For those of us who struggle with the winter blues, we wait with bated breath for daylight savings in March, eagerly awaiting a couple more hours of sunlight. We probably have some of our new wardrobe lined up in our closets, including spring dresses in our saved folders and in our digital shopping carts. And while the start to this spring is turning out to be a bit different than we expected, the good news is it's still pretty easy to online shop, so you can fully plan out your look for whenever you're done passing the time of social distancing.

For both the overly prepared and those who welcome spring with hesitance and a bit of seasonal allergies, we could all use some fresh designer labels to update our style with some original spring dresses. Now more than ever, it's important to support small businesses, and there's no easier way to do that than online shopping for your next looks from some niche brands you're bound to be obsessed with.

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### Maison Cléo

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French brand Maison Cléo epitomizes Parisian slow fashion as designed by mother-daughter duo Marie and Cléo. Every piece is handmade, often with deadstock fabrics in signature romantic silhouettes. This sheer piece is perfect as a spring dress and beyond. Wear layered with a slip for a warm day, or with pants for a spring night.

*Maison Cléo Finola Dress, \$385, [Net-A-Porter](#)*





FASHION

## Sustainable Fashion Brands to Support

Feel inclined to do some online shopping? Take a break from Amazon and support these sustainable fashion brands instead.

02.13.2021

by Solenne Spitalier



Photo: Instagram @maisoncleo

This mother-daughter run business offers handmade pieces made by them in the north of France. The fabrics used are from surplus from French Couture Houses, designers and factories. You can even specify your own measurements in your basket to get a tailored piece!



When it comes to French brands, they can never really be enough. And there's nothing better than when a brand has a special story behind it. The **MaisonCléo** is one of them and it is no wonder that it has already attracted the attention of many fashionistas (and celebrities), since all the pieces are made exclusively handmade in a small atelier in Lille.


**maisoncleo**  
 40.2 k abonnés
 [Voir le profil](#)



318 mentions J'aime  
maisoncleo

Ajouter un commentaire...





# Emily Ratajkowski bares enviably trim midriff in cleavage-baring crop top as she goes book shopping in NYC

By [SAMEER SURI FOR DAILYMAIL.COM](#)

**PUBLISHED:** 00:07 BST, 20 May 2022 | **UPDATED:** 00:16 BST, 20 May 2022



**48**  
View comments







## Why This Instagram-Famous Blouse Costs \$260

As consumers grow ever more conscious of their purchasing behavior, one brand's transparency around price begs the question: Do we want to have less, or to simply feel better about all that we have?

by Leandra Medine | 12.12.18



Marie Dewet is the younger half of the duo behind Maison Cléo, a brand that was effectively born on Instagram in 2017 and is designed, manufactured and operated by the aforementioned and her seamstress mother, Cléo. Since its inception, Maison Cléo has garnered substantial attention from Instagram's fashion-conscious population, including the editors (and founder) of this very platform. Two summers ago, as a matter of fact, I asked you whether shopping on Instagram was the future of retail, based solely on a purchase I made through Maison Cléo's account. The subsequent winter, Harling went so far as to unpack a viral blouse trend rooted in simple white cotton but rendered in ambitious shapes that Maison Cléo no doubt contributed to creating.

Recently, Dewet, who runs the account, posted a sequence of Instagram stories dedicated to a holiday-themed blouse that takes 1.5 meters of fabric and three hours to construct by hand. I know this because the stories broke down the cost of the blouse that was to be released on the brand's almost-always sold out e-shop — open just once weekly — to explain its 230-euro (\$260) price tag.





## Why White Blouses Are Taking Over Instagram

by Harling Foss | 01.12.18



On May 1st, 2017, a relatively unknown brand by the name of [MaisonCléo](#) Instagrammed a photo of a model in a white blouse.

Dubbed the "Agnès," the featured top was rendered in 100% cotton with dramatic puff sleeves, a low scoop neck and dainty ties that gaped just enough to reveal a bit of skin. The photo was hashtagged [#handmadeinfrance](#) [#madetoorder](#).

It quickly became the brand's best-selling item.

In a matter of months, it appeared on [Man Repeller](#), [L'Officiel](#), [Elle Netherland](#), [Refinery29](#) and [Vogue](#). At one point the mother-daughter duo behind MaisonCléo had to [temporarily close](#) their online shop due to the sheer volume of orders.

The tiny brand had blossomed into a veritable fashion industry darling. All thanks to a plain white cotton blouse that sells for 80 euros. ([It's currently sold out.](#))



# marie france

CANDICE MELLOTT | WEDNESDAY, MAY 25, 2022 | UPDATED ON WEDNESDAY, MAY 25, 2022

## HOW TO WEAR THE OPENWORK BUTTON CARDIGAN IN STYLE?



maisoncleo  
127K followers

[View profile](#)



[View more on Instagram](#)





# L'OFFICIEL

## Our shopping selection:



Maison Cléo top, \$295, Net-a-Porter.



FASHION / FEATURE

## Your closet, in good conscience



WORDS *Gigi Perry*



7/10 *Maison Cléo* @maisoncleo



Slow it down baby. It's 2018 and the sustainable choice should be second to none. Here we've compiled the brands we look to for a better fit – not just for ourselves, but also the air, the earth and the sea.

Go back to basics with some naturally dyed, organic cotton separates from [Pansy Co](#) and [Cedar Organics](#), boasting totally transparent and local supply chains. Or skip straight to making a statement in Sydney's own ethically produced [Chief Studio](#) prints, or [Maison Cléo](#)'s hand made silhouettes. For summer sartorial heaven, head to [Reformation](#), who focus on waste prevention, fair working conditions and lowering their carbon foot print. See? Much better.



# V MAGAZINE

Fashion

Music

Culture

VTV

Magazine

VMAN

The Blutstein twins explore an uninhabited castle producing an allure of mystery, wonder, and inheritance.

October 31, 2018

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PHOTOGRAPHY: CHRISTIAN CODY

TEXT: CHLOE LAGUETTE

Christian Cody shot the editorial in 35mm film and directed the film (shot by Brandon Polack) in at the Historic Westview Cemetery castle in Atlanta, featuring twins Reese and Molly Blutstein on the grounds of the Battle of Ezra Church from the Civil War.





# VOGUE



2/13

Image credits: [Instagram.com/maisoncleo](https://www.instagram.com/maisoncleo)

## 1. MaisonCléo

MaisonCléo is a label that needs no introduction. In just a few years, Marie Dewet's label—whose name derives from a nickname of her mother's, MaisonCléo's primary seamstress—has fostered a reputation not only for its gorgeous designs, but refreshing transparency. Dewet's approach is consistently groundbreaking. Last year, she began issuing receipts for her clothing detailing the total cost of its production. Everything from the fabrics, taxes, hosting and marketing fees to time of production meant that her customers were completely aware of both the profit margin and price of ethically-made clothing.

To say that MaisonCléo has been successful would be an understatement. You can find the label on sale exclusively at Net-a-Porter and Selfridges, and their silk and cotton blouses have been worn by everyone from Emily Ratajkowski, blogger Camille Charriere and *Man Repeller's* Leandra Cohen.





# VOGUE

Considering we're now in the year 2021, the fact that we're still fighting an uphill battle to see the wide majority of fashion labels become size inclusive is disappointing. With that being said, emerging labels are setting new industry standards and a number of established brands are following suit, taking steps in the right direction with forays into extended sizing.



*Image credit: [Instagram.com/maisoncleo](https://www.instagram.com/maisoncleo)*

## **MaisonCléo**

Each MaisonCléo design is handmade-to-order by founder Marie Dewet's mother, Cléo, in her home located in the north of France. As such, the brand's chic styles—previously worn by the likes of Emily Ratajkowski and Leandra Cohen—can be made to fit any size. MaisonCléo also recently collaborated with Net-A-Porter on a capsule collection.





HOME &gt; FASHION

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SHOPPING

## Emily Ratajowski Is Bringing Back This Ultra-Comfy '90s Skirt Trend

Tube skirts &gt; tube tops.

By [Eva Thomas](#) | Jun 12, 2022 @ 3:30 pm

I saw Emily Ratajowski's recent outfit and felt all the feels, but I couldn't quite figure out why it bubbled up all these emotions. Yes, it's cute and colorful and all, but there was more to it that I wasn't able to put a finger on — until my mom pointed it out.

"Didn't you have that type of skirt when you were younger?" she asked me upon seeing the image of EmRata on my computer. Epiphany! It was! And that's why this ensemble was pulling on my nostalgic heart strings. Because the model was, in fact, wearing a bright-pink tube skirt that reminded me of the one I wore nonstop in the late '90s and early 2000s.



If you're not familiar with the tube skirt, allow me to explain. You know those tube tops that were an early aughts staple — the ones every famous pop star used to wear? Well, the tube skirt is basically the exact same, just a longer version of it. It has the same straight, form-fitting shape that makes it one of the most comfortable skirt trends. No wonder it's back for summer 2022.

EmRata wore her low-rise pink tube skirt, which is from French label MaisonCléo, with a bright-colored crop top and Salomon's famous hiking-inspired sneakers, though we could just as easily see this 'fit work with a pair of iconic slinky platforms. Yes, those ones.



# The 5 Trends From Milan Fashion Week That You Can Buy (And Wear) Immediately

You'll be more in fashion than, well, fashion.





# TAGWALK

THE FASHION SEARCH ENGINE



MAISONCLÉO  
SPRING/SUMMER 2023 — Look 1



MAISONCLÉO  
SPRING/SUMMER 2023 — Look 2



MAISONCLÉO  
SPRING/SUMMER 2023 — Look 3



MAISONCLÉO  
SPRING/SUMMER 2023 — Look 4



MAISONCLÉO  
SPRING/SUMMER 2023 — Look 5



MAISONCLÉO  
SPRING/SUMMER 2023 — Look 6



MAISONCLÉO  
SPRING/SUMMER 2023 — Look 7



MAISONCLÉO  
SPRING/SUMMER 2023 — Look 8



MAISONCLÉO  
SPRING/SUMMER 2023 — Look 9



MAISONCLÉO  
SPRING/SUMMER 2023 — Look 10



MAISONCLÉO  
SPRING/SUMMER 2023 — Look 11



MAISONCLÉO  
SPRING/SUMMER 2023 — Look 12



MAISONCLÉO  
SPRING/SUMMER 2023 — Look 13



MAISONCLÉO  
SPRING/SUMMER 2023 — Look 14



MAISONCLÉO  
SPRING/SUMMER 2023 — Look 15



MAISONCLÉO  
SPRING/SUMMER 2023 — Look 16



MAISONCLÉO  
SPRING/SUMMER 2023 — Look 17



MAISONCLÉO  
SPRING/SUMMER 2023 — Look 18



MAISONCLÉO  
SPRING/SUMMER 2023 — Look 19



MAISONCLÉO  
SPRING/SUMMER 2023 — Look 20



MAISONCLÉO  
SPRING/SUMMER 2023 — Look 21



MAISONCLÉO  
SPRING/SUMMER 2023 — Look 22



MAISONCLÉO  
SPRING/SUMMER 2023 — Look 23



MAISONCLÉO  
SPRING/SUMMER 2023 — Look 24



MAISONCLÉO  
SPRING/SUMMER 2023 — Look 25



MAISONCLÉO  
SPRING/SUMMER 2023 — Look 26



MAISONCLÉO  
SPRING/SUMMER 2023 — Look 27



MAISONCLÉO  
SPRING/SUMMER 2023 — Look 28



MAISONCLÉO  
SPRING/SUMMER 2023 — Look 29



MAISONCLÉO  
SPRING/SUMMER 2023 — Look 30



MAISONCLÉO  
SPRING/SUMMER 2023 — Look 31



MAISONCLÉO  
SPRING/SUMMER 2023 — Look 32



## L'OFFICIEL Belgique takes you backstage at Paris Fashion Week


If the effervescence takes place at the exit of the parades and especially the catwalk throughout Fashion Week, the spectacle continues even in the backstages of the shows, while the models are combed, made up and dressed. L'OFFICIEL Belgium sneaked behind the scenes of some of the most watched shows, through the eye of photographer Elodie Gerard.

10.10.2022 by Geraldine Verheyen

### MaisonCléo Spring-Summer 2023





A person wearing a duck mask with large eyes and a beak, dressed in a black leather jacket and pants. They are standing next to a black sign on a pole that reads 'Maison Cléo'. The background features a stone wall and a decorative metal gate.

MaisonCléo

**INSIDE  
MAISON CLÉO AVEC  
Vestiaire Collective**



