

**The Belgian artistic duo Mansour Martin unveils its  
Spring Summer 22 collection: a compilation of European sustainable  
solutions and innovations**

**A wardrobe inspired by the world of swimming pools, to be discovered  
during Paris Men's Fashion Week.**

Live on June 22<sup>nd</sup> 2021



**Public swimming pool, pool house and swimming club.**

The swimming pool is the heart of the city in summer and brings people together. A real societal crossroads where, "in the same bath", in a swimming costume, we are all equal. This universe offers many stories from which the designers were inspired. A swimming club, its coaches, pool house uniforms, a 3D virtual body painting session with the artist Inès Alpha.

It features a swimming team wearing uniforms with their club logo, embroidered by the Ibaba workshop in Rwanda. Lightweight poplin for the hooded shirts, and water-repellent blue recycled polyester for the windbreakers. Wide trousers, some with multiple pockets, are paired with fitted jackets. Sienna, sky or beige colours echo the peaceful atmosphere of American pool houses. Uniforms made entirely of satin are reminiscent of lifeguards' uniforms. They have been sophisticated for the occasion. Hybrid garments in virgin wool are wrapped around the body like a bath towel. The bathing cap is also hand-sewn.

## Embroideries handmade by the Ibaba workshop in Rwanda

The two Belgian designers approached the Ibaba embroidery workshop in Rwanda to create pieces based on the design of an aquatic dinosaur, the symbol of an imaginary swimming club.

This embroidery workshop, located in the village of Rutongo, is a project run by women. It supports local economic development through the activity of the embroiderers. The workshop is built around a model of solidarity enterprise, which allows the development of women's empowerment in African society and the protection of the workshop's historical know-how.

An embroidery inspired by an art deco swimming pool covers the entire back of one of the summer jackets is the "event" piece from the project between Mansour Martin and the Ibaba workshop.



## A multitude of sustainable solutions, found during a European tour

The satin pieces are made from up-cycled fabric sourced in France and Belgium. The sienna gabardine was specially developed in the Netherlands, using organic cotton and an ecological printing process. The recycled polyester pieces are made from sea plastic waste in Spain, the dyeing of the patterns, which does not require water, is done in Portugal. The virgin and natural wool for the draped pieces is sourced in Italy from a small supplier who only uses locally sourced wool. Finally, the dyeing of the spotted hooded shirt is done in Paris by hand using natural vegetable pigments.

## **An artistic collaboration with Inès Alpha: digital 3D artist**

For the artistic collaboration of the season, Mansour Badjoko and Martin Liesnard collaborated with Inès Alpha, an artist specialised in the creation of virtual make-up.

Together, they imagined a virtual body painting project in which Inès Alpha's 3D make-up creations were used. The pattern created takes us into an imaginary and fantastic aquatic universe, the playground of the Parisian 3D artist. It was then printed on a line of lycra clothing, on shirts, in order to bring the pattern to life "on the body", this time in reality. All the pieces are also sustainable.



**The lookbook entrusted to Benoit Bethume and photographed at the Cité Miroir, in the city of Liège, Belgium.**

The lookbook is composed of photos taken at the Cité Miroir in Liège, Belgium, a former swimming pool with modernist architecture, now renovated as a museum. The photos in the lookbook are intermingled with black and white portraits: a project that can be found throughout the brand's various lookbooks, created by Belgian art director, stylist and photographer Benoit Bethume.

**Online Showroom SPHERE, and physical showroom at Palais de Tokyo**

The duo will present their new collection from June 23<sup>rd</sup> to 27<sup>th</sup> at the Palais de Tokyo in Paris, as part of SPHERE: the official emerging brands showroom of Paris Fashion Week, operated by the Fédération de la Haute Couture et de la Mode.

### **Bio Mansour Martin**

In 2019, Mansour Badjoko and Martin Liesnard combine their artistic expertise and launch Mansour Martin in Paris. The Belgian designers offer a multitude of eco-friendly innovations, discovered during a tour of Europe. Sustainable and respectful fashion that explores gender diversity, for men and women. A wardrobe inspired by architecture, the city and pop culture, with no boundaries.



Mansour Martin products are available on [mansourmartin.com](http://mansourmartin.com) and partner stockists.

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Discover the atelier Ibaba Rwanda : Instagram : [@ibaba\\_rwanda](https://www.instagram.com/ibaba_rwanda)

Photos LookBook: Benoit Bethume

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