

atelier
PARSMEI



SPRING
SUMMER
2020



INTRODUCING ATELIER PARSMEI

Atelier ParsMei is an ethical, sustainable and high fashion mother and child brand. The responsibly made fashion features the interconnection between mother and child symbolised in detail matching apparel.

Atelier ParsMei takes inspiration from childrenswear design to create a not nonsensical version of contemporary adult wear and from womenswear design to create elegant kidswear. The collection is a hybrid of the elegance of womenswear and the comfort of childrenswear - both designed simultaneously.

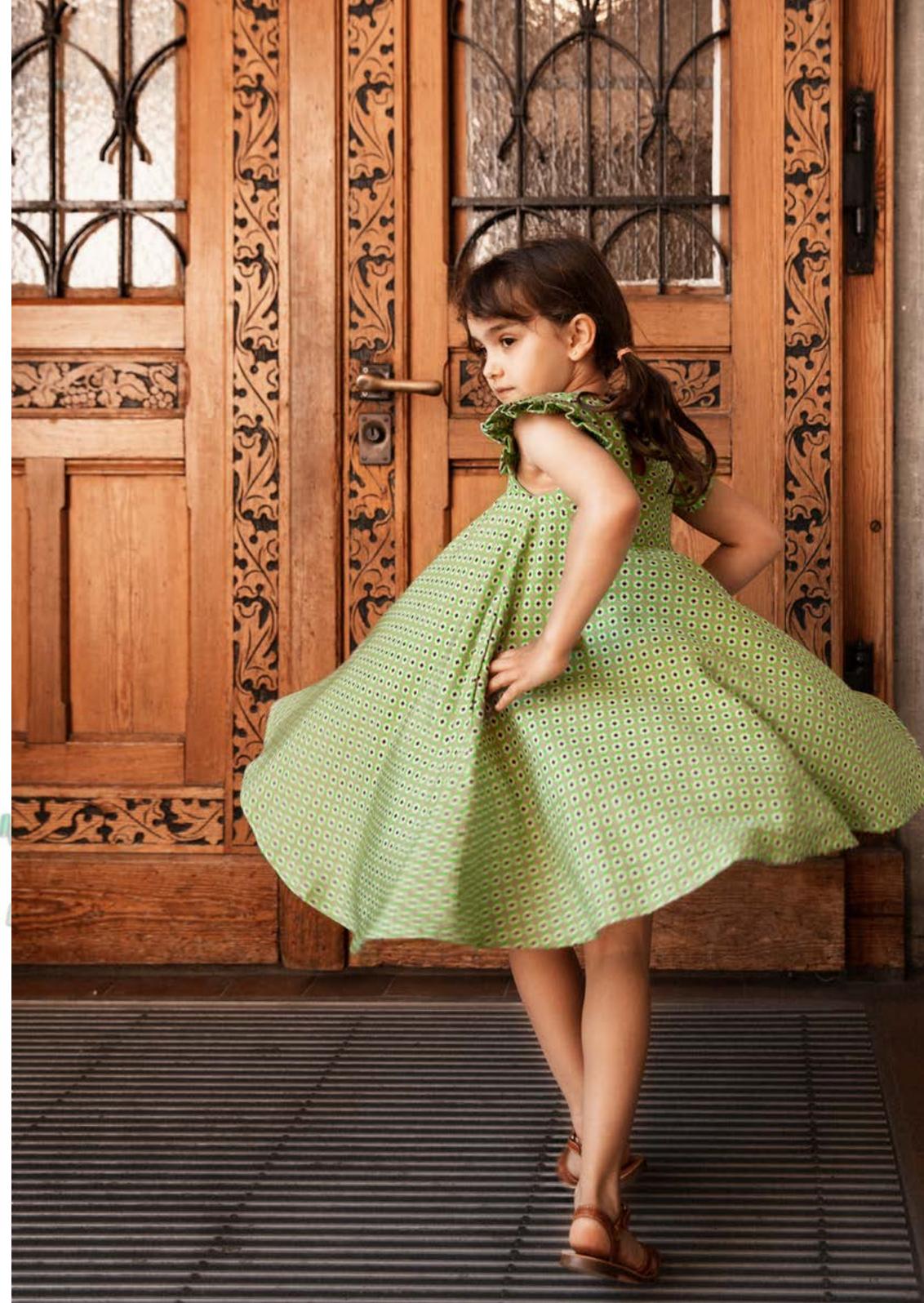
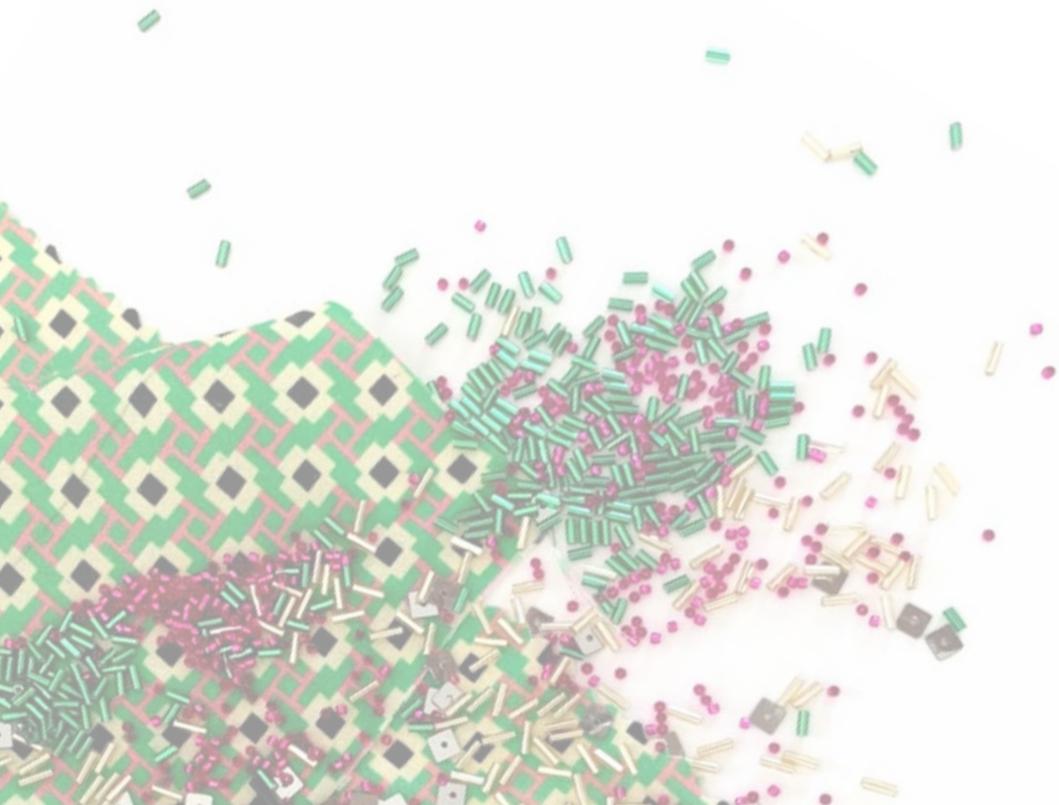
Atelier ParsMei anchors sustainability in all life cycles of the brand and runs its business with respect for the planet and its inhabitants. Making these values transparent is traded with the highest priority.





THE LINE

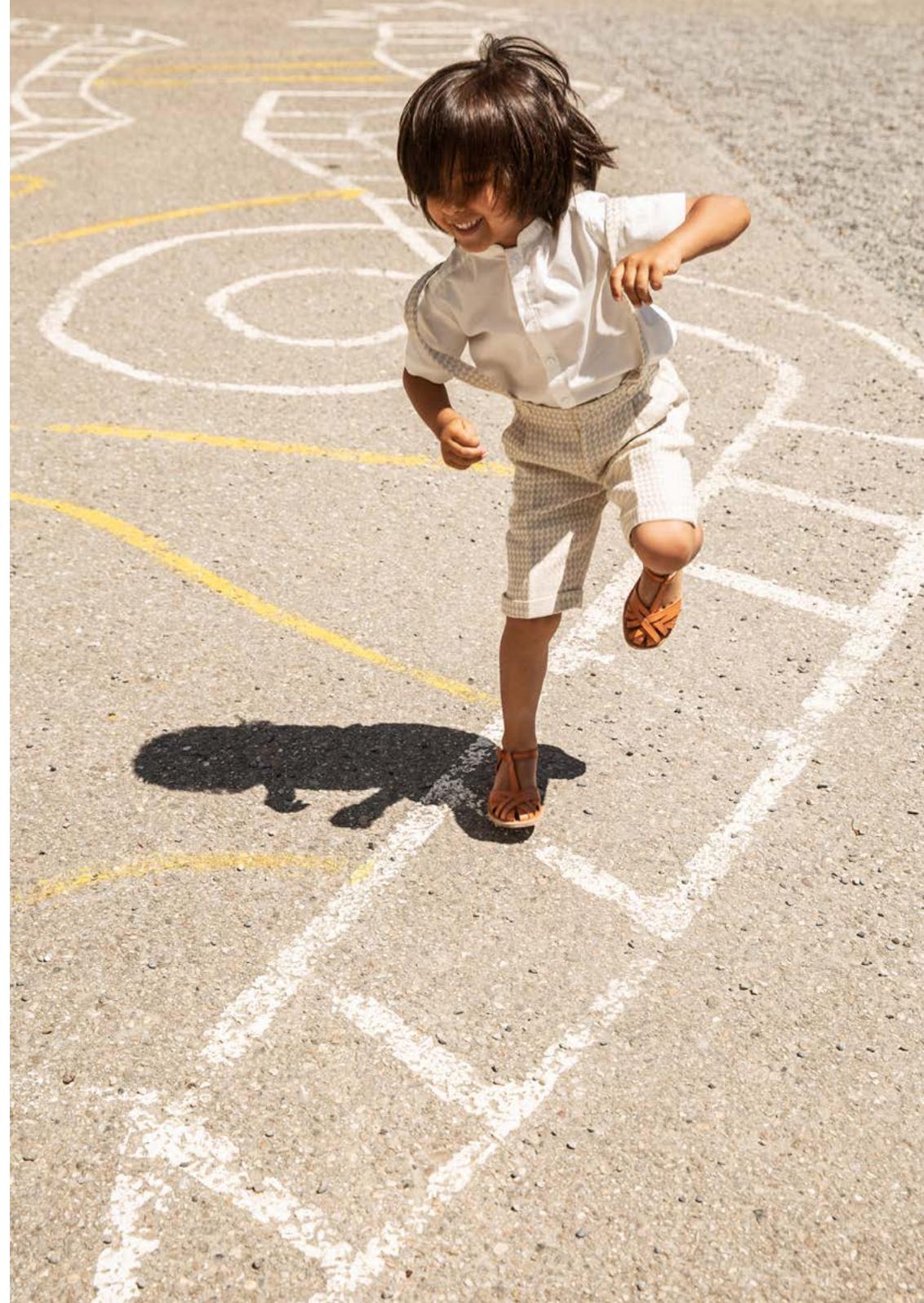
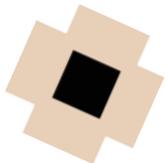
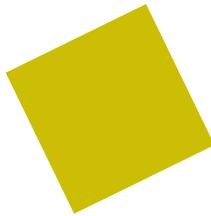
Sustainability meets elegant design and high quality for a timeless style and a clear conscience. The collection is universally appealing using environmental credential fabrics such as organic cotton and organic linen where possible and other sustainable fabrics such as tencel/lyocell and silk.





DISCOVER OUR SS2020 COLLECTION

Passionate about the belief that every child should have the right to get access to education and inspired by the thought provoking installations of contemporary artist Ai Wei Wei about the Sichuan earthquake in 2008 and its devastating outcome, we based our Spring Summer 2020 on vintage Chinese school uniform and its silhouettes and pleating. Because we are anchored in the craftsmanship behind classic cuts and finishes, we also got inspired by the French 1950s school uniforms and the work of French couture pleaters, Lognon. From the school environment we wanted to retain the strong sense of togetherness oscillating between the rigour of multiplication tables and the fun of recess with its endless games of playing tag or hopscotch.





The result is a mix of classic yet comfortable cuts: fitted bodice dresses have roomier skirts to allow freedom of movement while preserving style and attitude, boys shorts show classic pressed pleats but have removable elasticated braces for uninterrupted play.

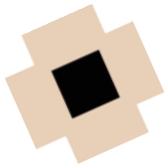
High and playful colours round up the frame for our very first wholesale collection. Spring greens are flirting with bubblegum pinks when sky blues are being the perfect background for sunny yellows and juicy tangerine oranges.

And, in this whirlwind of stylish and playful discipline we lure mothers too!

Embark, with us, on a cruise to happy family times for what is, hopefully, only just the beginning of a long lasting friendship between Atelier ParsMei and its emerging community!

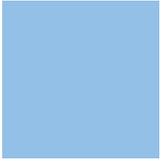






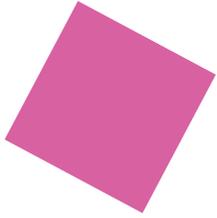












SUSTAINABILITY

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Learn more about our sustainability pillars on:
www.atelierparsmei.com

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