Maison Margiela
PARIS

ANONYMITY

Research for

MaisonMargiela/folders

ARCHIVES DEPARTMENT

Anonymity

Anonymity is one of our foundational principles: from the lack of branded labels, favouring a blank label attached with four white stitches, visible from the outside of the garment; to even the blouse blanche- the white lab coats worn by our team, expressing unity and creativity without individual authorship.

Masks emerged from this ethos. First introduced in the debut show of 1988, a fine fabric veil shifted attention from the model to the garment and transformed the wearer into the code. Reinterpreted through the years, veils, wigs, make-up, mouthpieces and masks have evolved from core philosophy into a creative language and framework for innovation and experimentation.

Today, they remain an integral part of our house’s creativity as a play on identity and a means of expression.












Initial Research from the Archive



Spring Summer 1989
Red Veil Mask



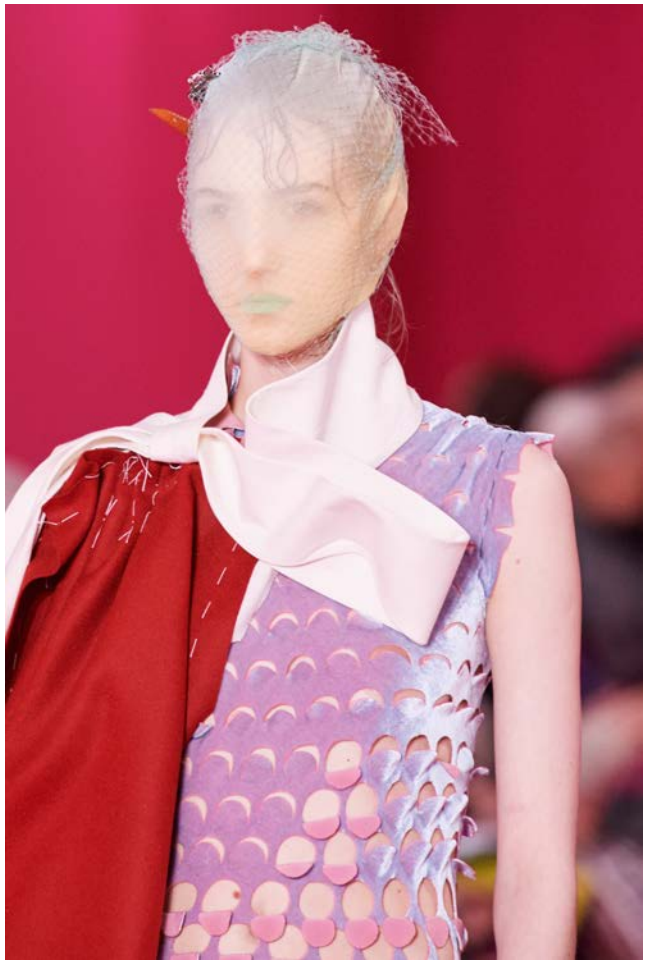
Women Autumn Winter 2000 - Look 10
Headband wig



Women Autumn Winter 2000
Headband wig



Women Autumn Winter 2000 - Look 6
Headband wig



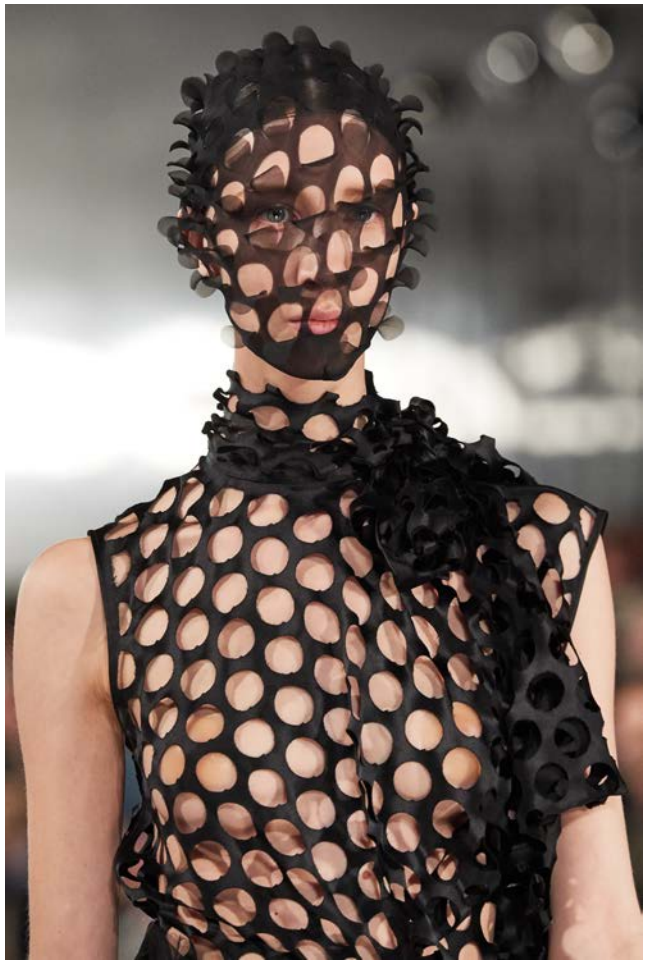
Artisanal CO-ED Spring Summer 2020 - Look 3
A Mousseline Veil layered with a net mask for gathered volume. Worn with Jewellery and Brooch.



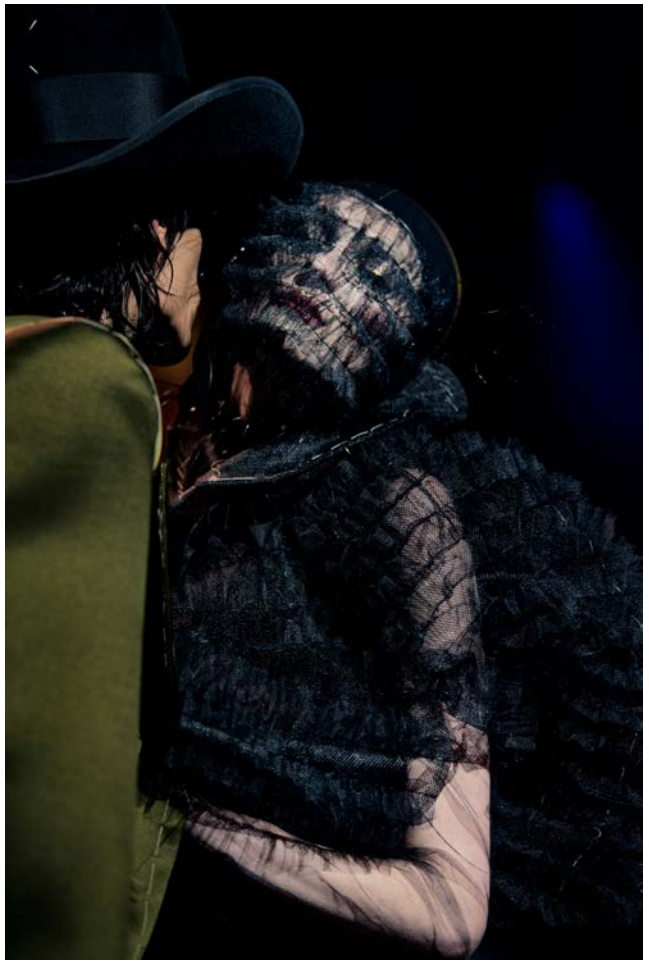
Artisanal CO-ED Spring Summer 2020 - Look 7
A fine tulle veil mask layered with the Mousseline Yellow Veil for gathered volume. Worn layered with Mousseline Yellow Veil and Jewellery and Pearl Brooch.



Artisanal CO-ED Spring Summer 2020 Look - 28
A fine tulle veil mask layered with the Mousseline Lavender Veil for gathered volume. Worn layered with Mousseline Lavender Veil and Jewellery and Brooch.



CO-ED Autumn Winter 2020 – Look 43
Black chiffon wrap mask



Artisanal CO-ED Autumn Winter 2022 – Look 12
Black plumed tulle mask



Hommage to Karl Lagerfeld for Vogue France
April 2023



Artisanal Autumn Winter 2025 - Look 22
A sheer tulle illusion mask cut into three-dimensional wings.



Artisanal Autumn Winter 2025 - Look 23
A mask in tulle illusion printed in nature morte paintings, cut into three-dimensional wings.



Artisanal Autumn Winter 2025 - Look 24
A mask in tulle illusion printed with nature morte paintings of game, cut into three-dimensional wings.



Autumn Winter Artisanal 2012 – Look 12
Green crystal glass mask



Autumn Winter Artisanal 2012 – Look 4
Yellow crystal glass mask



Autumn Winter Artisanal 2012 – Look 10
White crystal glass mask



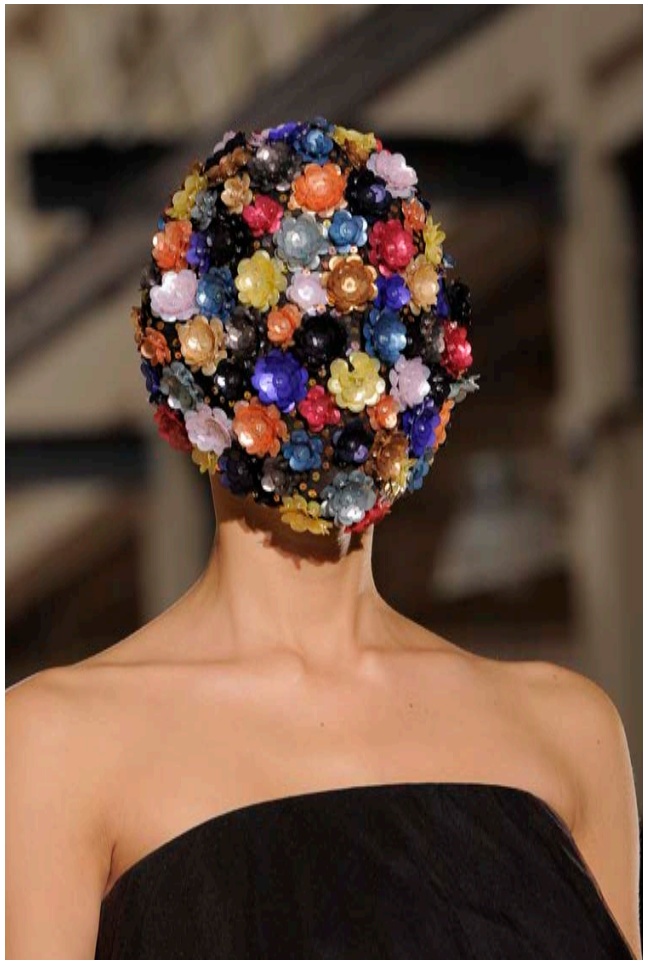
Artisanal Autumn Winter 2025 – Look 19
A black organza mask embroidered with
(deadstock) sapphire costume jewellery.



Artisanal Autumn Winter 2025 – Look 21
A black organza mask embroidered with
(deadstock) ruby costume jewellery.



Artisanal Autumn Winter 2025 – Look 44
A black organza mask and matching collar
embroidered with (deadstock) crystal jewellery
in silver and beige.



Autumn Winter 2013 – Look 11
Multicolor embroidered sequin flower mask



Autumn Winter 2013 – Look 14
Blue embroidered sequin flower mask



Autumn Winter 2013 – Look 15
Yellow embroidered sequin flower mask



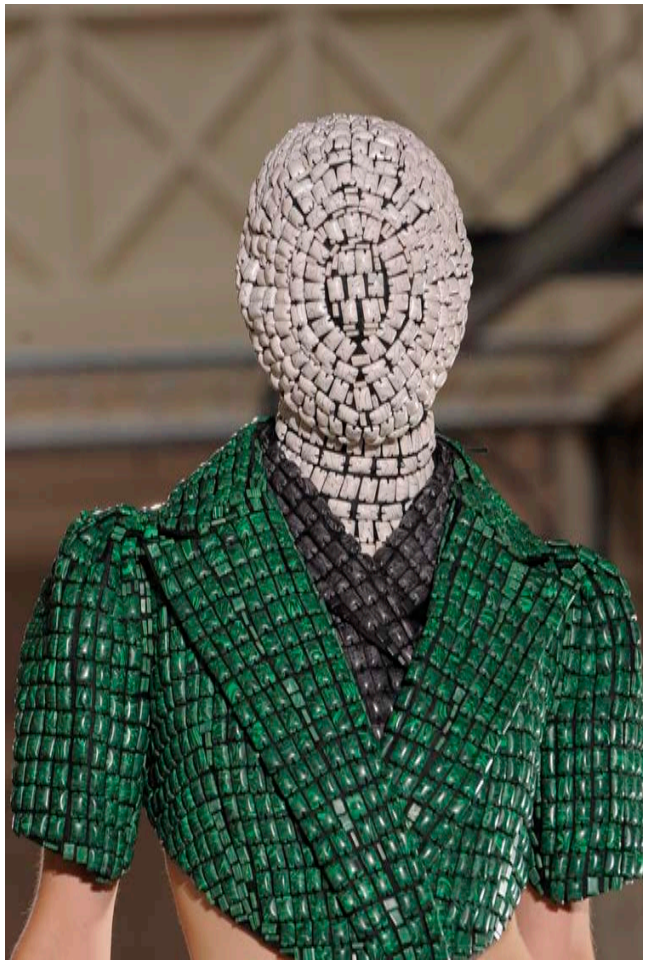
Artisanal Autumn Winter 2025 - Look 34
A tulle illusion mask printed with the flower motif and overlaid with matching tulle illusion cut into three-dimensional flowers.



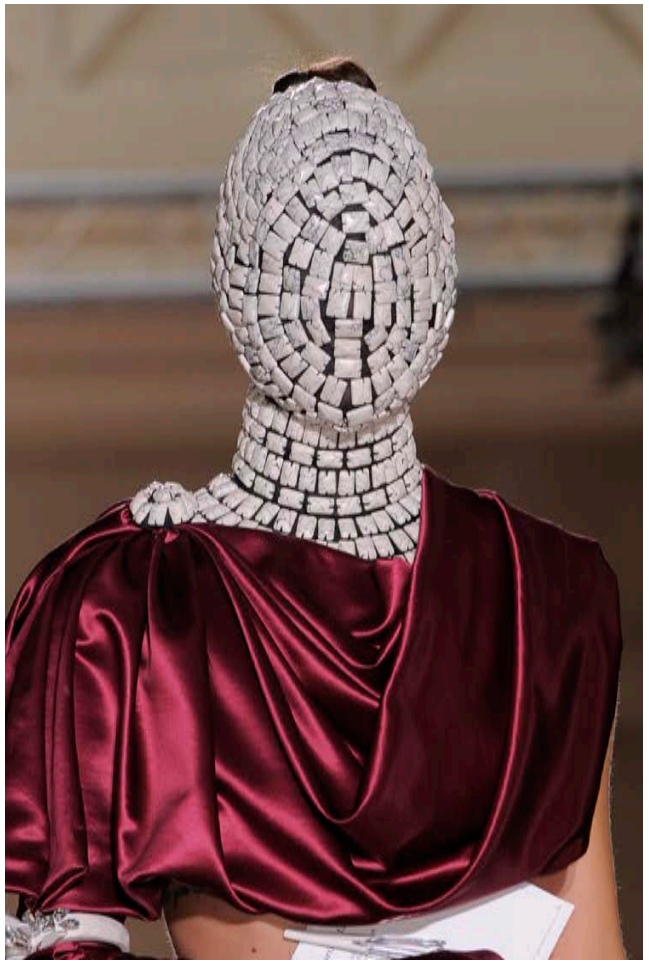
Artisanal Autumn Winter 2025 - Look 35
A tulle illusion mask printed with the flower motif and overlaid with matching tulle illusion cut into three-dimensional flowers.



Artisanal Autumn Winter 2025 - Look 40
A tulle illusion mask overlaid with three-dimensional lace



Autumn Winter 2013 – Look 5
White marble stone mask



Autumn Winter 2013 – Look 6
White marble stone mask



Spring Summer 2015 – Look 24
White embroidered mask on toile



Artisanal CO-ED Autumn Winter 2021 – Look 34
Goat cardboard mask



Artisanal CO-ED Autumn Winter 2021 – Look 45
Medieval helmet cardboard mask



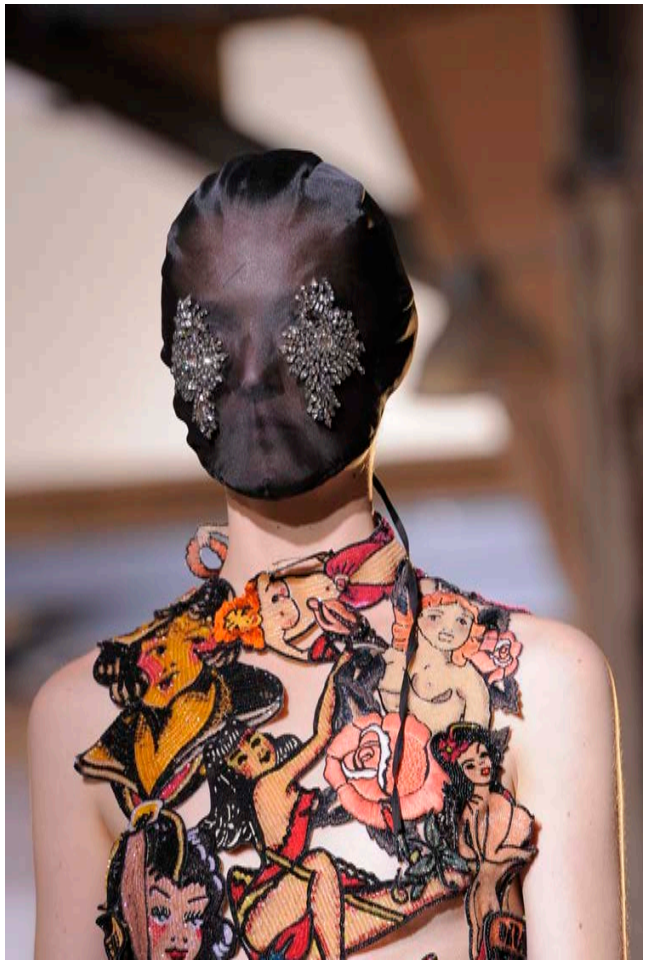
Artisanal CO-ED Autumn Winter 2021 – Look 7A
Ram cardboard mask



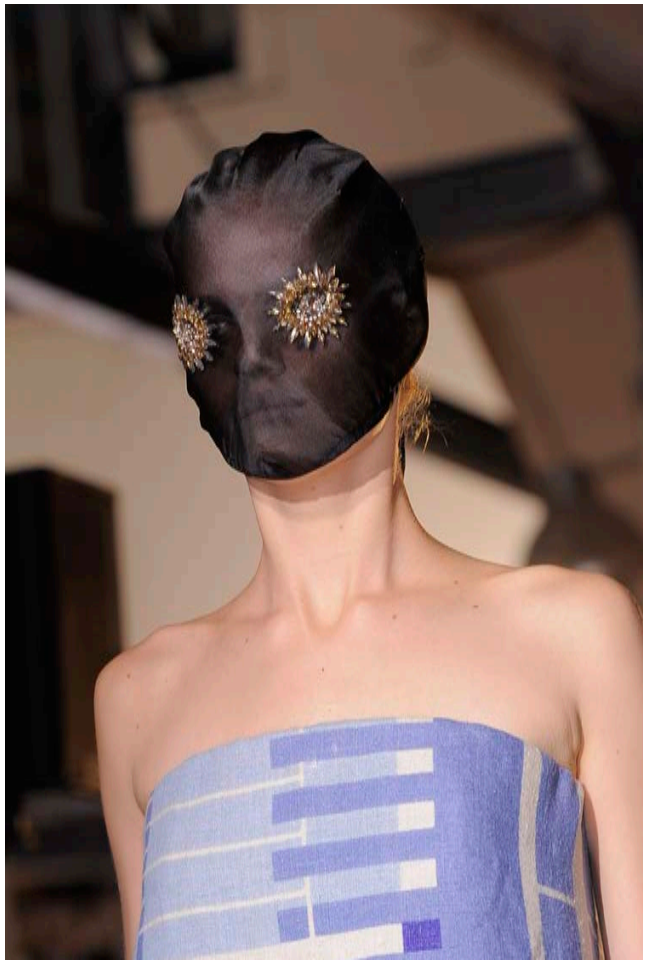
Artisanal Autumn Winter 2025 – Look 38
A jersey veil fixed to a collier
of deadstock emerald costume jewellery.



Artisanal Autumn Winter 2025 – Look 37
A transparent white jersey veil fixed
to a collier of (deadstock) ruby and
diamond costume jewellery.



Spring Summer 2014 – Look 9
Black horse hair mask with trompe-l'œil
embroidered eyes



Spring Summer 2014 – Look 4
Black horse hair mask with trompe-l'œil
embroidered eyes



Spring Summer 2014 – Look 18
Black horse hair mask with trompe-l'œil
embroidered eyes



Spring Summer Artisanal 2012 – Look 2
Gold lurex mask



Spring Summer Artisanal 2012 – Look 10
Bronze lurex mask



Spring Summer 2013 – Look 1
Mask with paint stroke effect with pearl embroidery



Artisanal Autumn Winter 2025 - Look 13
A gold hand-painted mask.



Artisanal Autumn Winter 2025 - Look 17
Found burnished metal boxes crushed and compressed into a mask.



Artisanal Autumn Winter 2025 - Look 20
Found burnished metal boxes crushed and compressed into a mask.



Spring Summer 2013 – Look 6
Black & gold pearl embroidered mask



Spring Summer 2013 – Look 2
Black & white pearl embroidered mask



Spring Summer 2013 – Look 12
Gold embroidered mask



Autumn Winter 2013 – Look 1
Black & white pearl embroidered mask



Autumn Winter 2013 – Look 16
Mask with pearl and green embroidery



Autumn Winter 2013 – Look 8
Green embroidered mask



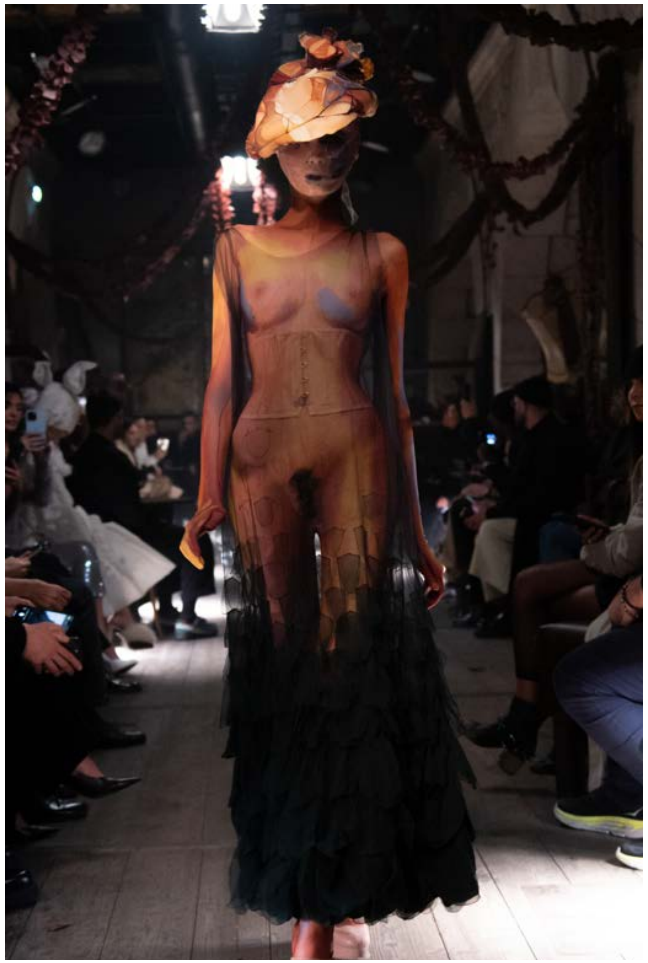
Autumn Winter 2014 – Look 8
Black polka-dot tulle mask



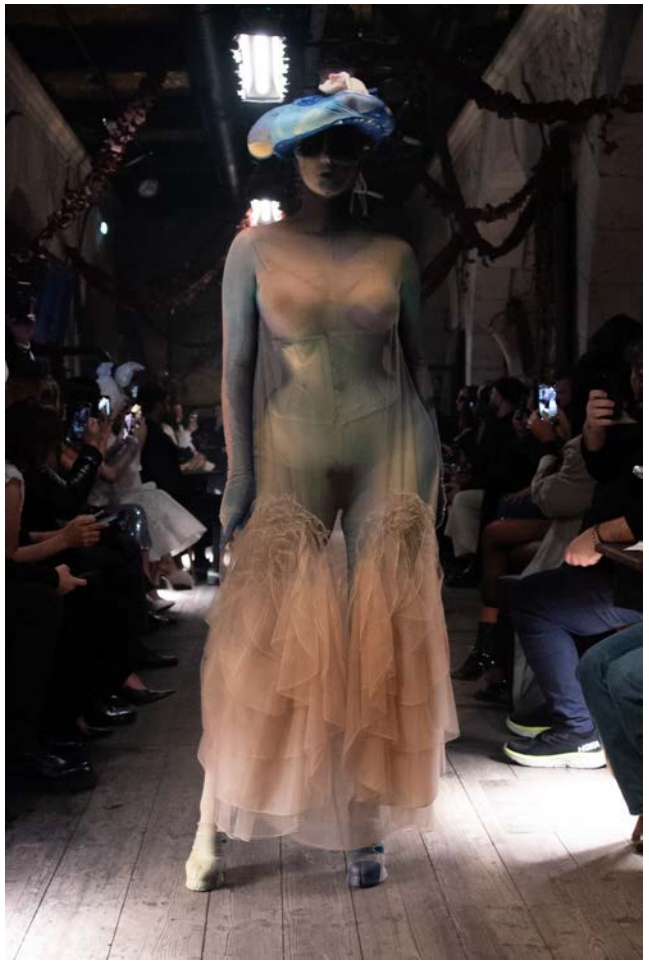
Autumn Winter 2014 – Look 20
Yellow embroidered "Fabergé egg" mask



Autumn Winter 2014 – Look 22
Multicolor embroidered "Fabergé egg" mask



Artisanal CO-ED Spring Summer 2024 - Look 31
Abstract embroidery tulle mask acquarelled in the grammer of Kees Van Dongen



Artisanal CO-ED Spring Summer 2024 - Look 34
Abstract embroidery tulle mask acquarelled in the grammer of Kees Van Dongen



Artisanal CO-ED Spring Summer 2024 - Look 39
Black silk goggled turban