MAKE YOUR BIANCHETTO PIECE AT HOME

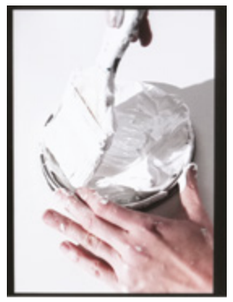
The Bianchetto treatment is our hand-applied white overpaint technique that transforms the surface of garments, shoes, accessories, and objects. Through the act of covering an item in Bianchetto white paint, it is redefined as a Maison Margiela House code and becomes a blank canvas. By learning and applying the technique to a piece of your own, you take part in this process of transformation. Through painting and subsequent use, the surface gradually reveals its character over time. In doing so, you join our community and the ongoing collective authorship of the Maison.

You will need:
One garment of choice
A medium size painter's brush
White fabric-safe paint
(it can be matt, glossy, rubberized, non-rubberized)



STEP 1:PREPARE THE PIECE

Place the item on a dressmaker's mannequin as the painted fabric dries stiff, shaping the garment on the form is essential. Ensure the material is clean and dry, as the paint will capture every detail. Smooth the fabric or surface gently so it rests in its natural position, this will guide how the paint settles and creates texture.



STEP 2: PREPARE THE PAINT

Use a white, fabric-safe paint with a consistency that can be layered without dripping. You can then dilute the paint with water to achieve the desired density. Pour a small amount into a tray or palette to work with. The technique is most effective when applied in thin layers that build gradually rather than one heavy coating. The application does not need to be perfectly uniform. Visible faults, stitching, and gaps in paint coverage contribute to the inherent personality of the piece and are part of the technique's character.



STEP 3: APPLY THE PAINT

The white paint coating is applied entirely by hand. This creates a unique texture with visible brushstrokes. For the best effect, apply the paint with a criss-cross motion creating a layered finish in which the strokes remain visible and intentionally contrasted.



STEP 4: DRYING PROCESS

Leave the item to dry completely in a well-ventilated warm space. Drying times vary depending on the material and thickness of the paint. As the piece is worn or handled over time, the paint will naturally crack, soften, and fade, revealing subtle signs of use. This evolution is a part of the technique.



STEP 5: REPEAT IF NECESSARY

After drying, add another layer of paint until your desired aesthetic is achieved.



STEP 6: CARING FOR YOUR BIANCHETTO PIECE

The Bianchetto treatment is designed to change with time and use, the paint will naturally crack and fade over time, gradually revealing visible signs of use- a signature of Maison Margiela. These changes are intentional; they reflect the life of the piece and the gestures of the wearer. Handle and store the item as you normally would, allowing its surface to evolve and develop a character that is uniquely your own. Do not wash or dry clean.