Maison Margiela
PARIS

2006

The moving to new premises of Maison Martin Margiela, Ebisu, Tokyo, the first Maison Martin Margiela own brand shop in the world.

2-8-13 Ebisu Minami, Shibuya-ku, Tokyo 150-0022 JAPAN

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September 21st 2000 saw the opening of Maison Martin Margiela Tokyo, the first shop and home to the Maison Martin Margiela collections in Tokyo and the world, housed on the ground floor of a spacious former family home in a residential area of the Ebisu district of Tokyo. Now due to planning and trading restrictions this house must now return to its former residential use and Maison Martin Margiela has found a new and larger home in the same area of the city.

Maison Martin Margiela Ebisu is only the second tenant of this industrial space, former offices and industrial plant of its first occupier Kyoritsu Corporation. Founded at this location in Ebisu in 194 Kyoritsu was based here for all of its 60 year existence and dedicated its activities to the research, design and manufacture of automatic control devices used for cars and ships as well as electric devices and switchboards for electric control systems transforming electrical current from 6000V to 10mV. The original 1940's wooden structure was demolished in 1963 to make way for this four floor concrete industrial building.

Each Maison Martin Margiela collection will have its own dedicated room or area within the industrial plant. The atmosphere, adapted and decorated by Maison Martin Margiela, also draws on the prolific and iconographic use of whites - of furniture, objects, fabrics and textures, old and new - typical of the spirit of the Maison Martin Margiela's Paris premises, a former school of industrial design, in the 11th arrondisement of the city. Furniture, industrial and architectural elements, such as a traveling cases, windows, doors and display cases, salvaged from flea markets, shops and houses across Europe, have been brought to enhance the industrial plant's already strong personality.

On the street the original logo on the illuminated sign of the industrial plant has been replaced with plain white. The bathroom in the entrance of the family home in Ebisu formerly occupied by Maison Martin Margiela has been carefully recreated to welcome visitors to this new location. Sheets of 'Tulle' in shades of whites layer the walls and filter daylight into the main area dedicated to the primary Maison Martin Margiela's women's collection. The original industrial goods elevator serves as the changing room for the men's collection area housed within a container brought to the location. Fittings rescued from a disused supermarket now serve to display garments of the MM6 garments for women. A corridor that leads to the space where 22 the shoe collection for men and women is found is built entirely of used shoe boxes.

The Martin Margiela collections for Spring/Summer 2006 will provide the first stock of this new location.

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The Martin Margiela Collections available at Martin Margiela, Ebisu, Tokyo:

0 Garments remodeled by hand for women
0/10 Garments remodeled by hand for men
1 The collection for women
10 The collection for men
4 A wardrobe for women
14 A wardrobe for men
11 A collection of accessories for women and men
22 A collection of shoes for women and men
MM6 garments for

Each collection will have its own area within the shop.

The Maison Martin Margiela collections for Autumn/Winter 2005-6 will provide the shop's first stock.