

THE BOOKLET  
PRE WOMEN/MEN AW25

[www.mmwcollective.com](http://www.mmwcollective.com)  
@mmw.collective

MMW/COLLECTIVE

# WE SHINE A SPOTLIGHT ON BRANDS AND CREATORS WHO SHARE A COMMITMENT TO HIGH-QUALITY DESIGN AND ARTISAN CRAFTSMANSHIP.

**MMW Collective** returns to present its second showroom edition in collaboration with **Tuomas Merikoski**, founder of **AALTO INTERNATIONAL** and **RECODED™**, a product-driven technology and consumer-driven innovation to thrive circular practices and augmented consumer experience for the fashion industry.

**MMW Collective** creates an inspirational space that welcomes buyers, customers, media, and influencers, all committed to reshaping the fashion industry with a focus on creativity and conscious design at the heart of every brand. This event will bring together emerging brands, united by a shared commitment to quality, design, and craftsmanship, promoting awareness and fostering connections among like-minded individuals and brands, including retailers, magazines, curators, and others.

“Our aim is to inspire more brands to adopt conscious practices and encourage retailers to support them.”

Maya Weisswasser  
Founder of MMW Collective

As the fashion industry continues to face an increasing pressure to address its environmental impact, the next generation of brands has the power and commitment to drive meaningful change. **MMW Collective x RECODED™** are at the forefront of this movement, showcasing new more circular vision and promoting meaningful engagement with brands focused on craftsmanship, people, and nature. By bridging the gap between conscious consumers and ethical artisans, **MMW Collective x RECODED™** solution cuts through the noise of mega-labels, offering a platform for brands that prioritize sustainability and transparency.

Throughout the year, **MMW Collective** provides guidance to high-quality, sustainable brands, offering consultancy services in communication, partnership building, digital engagement, and brand positioning strategies, with an emphasis on sustainable growth. The goal of **MMW Collective** together with **RECODED™** is to build a space for sustainability within the fashion and design industry, creating a platform where brands and retailers can engage in conscious business practices. By showcasing the creations and stories of these brands, **MMW Collective** fosters both personal and professional relationships.



6. **AALTO INTERNATIONAL**
8. **EDARA**
10. **JUSLIN MAUNULA**
12. **MOLOSCO**
14. **ODUR PARFUM**
16. **OYUNA**
18. **PILA PATTERN**
20. **SEBASTIAO LOBO**
22. **UJOH**
24. **VALETTE STUDIO**



6

## AALTO INTERNATIONAL

Rooted in Finnish heritage, Aalto combines the raw energy of youth culture with refined French elegance. Founded by Tuomas Merikoski, the brand has captivated global audiences with its innovative designs and sustainability-driven approach. Since 2015, Aalto Studio is based in Paris and has been presenting in Paris Fashion Week, in Milan and Helsinki with runway shows and creative presentations, and won wide recognition as finalists of the prestigious LVMH and ANDAM prizes.

Recently, Aalto has committed to exploring radically responsible manufacturing of fashion and transparency, and launched a new innovative line and system called Recoded™. On the surface, Recoded™ is an upcycling program, where scalable quantities of vintage staples are updated and reworked for the modern man, or woman. But the platform proposes a much bigger vision: a QR-enabled unique serial number anchors digital data directly to each piece, which when scanned, provides open-source content on each piece's provenance, material composition, and care instructions. By providing each product with a unique digital product passport, RECODED™ ensures full traceability and seamless life cycle services from production to resale, repair, or recycling.

7





8

## EDARA

Founded and launched by designer Angelina Gergenreder, EDARA caters to women seeking a blend of elegance, sophistication, and contemporary style, with an emphasis on quality and timelessness. The brand prioritizes mindful creation, with garments crafted in the Netherlands by the manufacturer Oneroomoffice and jewelry produced in Portugal, to uphold the highest standards of quality. Each piece is handmade with meticulous attention to detail. Local production supports the European manufacturing industry while ensuring oversight of every step of the process, promoting a sustainable and thoughtful approach.

GERMANY



“I think we need to start cherishing our garments and accessories as works of art – pieces to treasure for a lifetime. Just as we carefully select and maintain other long-lasting objects, we should treat fashion with the same respect.”

Angelina Gergenreder  
Founder & Designer

9





10

## JUSLIN MAUNULA

Juslin Maunula was founded in 2016 by fashion designer Laura Juslin and architect Lilli Maunula. The brand transforms discarded textiles into unique home products, wearables, and installations, sourced from unsold surplus rolls. The designers approach blends fashion expertise with architectural vision, reflecting a passion for color and texture. Crafted in limited series by talented seamstresses in the EU, each item embodies quality and craftsmanship. Juslin Maunula works with random batches of surplus textiles, adding an element of serendipity to the process. As a design studio, Juslin Maunula has worked with renowned brands like Marimekko, Artek, and Kalevala Koru.

FINLAND



11

“We are experimental pioneers, giving new life to unwanted materials. We do the best we can to make use of excess stock produced by others over the past decades. We see value and potential in what others may see ugly.”

Laura Juslin & Lilli Maunula  
Founders



12

## **MOLOSCO**

Molosco, crafted by the renowned artist and professor Laura Letinsky, infuses the art of everyday into each piece of dinnerware. Drawing from the mollusk's resilience and individuality, Molosco's designs embody durability, timelessness, and versatility. Each piece invites touch, celebrates the beauty of imperfection, and stands as a testament to the art of dining. Molosco transforms meals into gatherings of aesthetic appreciation and sensory delight, making every occasion memorable.



“I wanted dinnerware that felt tangible, like a body, while also serving its purpose of holding the food that nourishes me.”

Laura Letinsky  
Founder



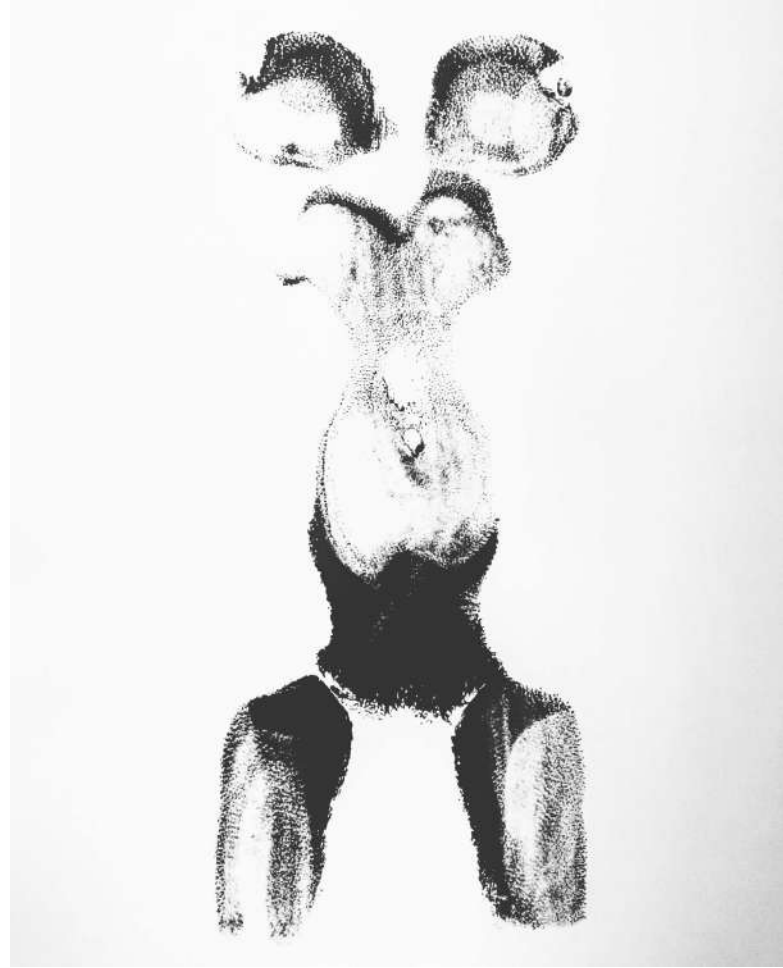
14



## ODUR PARFUM

ODUR is Romansh for "fragrance" and is also the name of a new fragrance that tells the story of two friends who, in their youth, made a pledge of lifelong friendship to each other. Over the decades, their Grisons roots, the power of the Grisons mountains and their shared passion for fragrances have been constants in their lives and have cemented their friendship. The result was five phenomenal fragrances, which, for once, hailed not from the fragrance capitals of the world but instead from the majestic mountains and valleys of the Swiss Grisons region. Sophisticated, passionate and unique: PINUS, ERVAS, CALMA, TERRA and SUVI.

SWITZERLAND



15

“The entire production process takes place in Switzerland, with our bottles sourced from a boutique glass factory in France. Moreover, we have consciously chosen to sell our perfumes without plastic wrapping or seals, minimizing plastic use wherever possible.”

Patrick Stebler & Claudio Zier  
Founders



16

## OYUNA

London-based textile designer Oyuna Tserendorj's wish was to transform the extremely soft cashmere wool of her native Mongolia into something firmly contemporary. Since 2002, OYUNA's ready-to-wear and home-wear pieces boast exciting textures and bold colours, while paying attention to sustainability and the protection of the unique Mongolian steppe, threatened by overgrazing and desertification. The preservation of Mongolia's land and its nomadic culture is crucial to OYUNA.

ENGLAND





17

“Our mission is to lead and participate in impactful and meaningful projects that bring long-lasting solutions and results for cashmere sustainability in the world, working directly with Mongolian nomads to preserve the unique culture and pristine nature of Mongolia for generations to come.”

Oyuna Tserendorj  
Founder & Designer



18

## PILA PATTERN

Pila Pattern represents a groundbreaking approach to space and design. This innovative concept features a set of four 3D-printed stools that seamlessly stack into an elegant totem, combining practicality with aesthetic appeal. Designed to optimize space indoors or outdoors, it offers a stylish solution for modern living. With Pila Pattern, every piece becomes a work of art. At the heart of Pila Pattern lies a strong commitment to sustainability: recycled materials can and should have a second life. By using recycled plastic, Pila Pattern demonstrates that functionality, aesthetics, and circular economy can coexist harmoniously. Each stool is unique, thanks to 3D printing technology that allows for infinite customization in terms of shapes and colors. It's an opportunity for everyone to become the artist of their own space.

BELGIUM



“It is essential to recognize today that every new object created will eventually become waste. Therefore, it is valuable to work with materials that can be easily recycled, such as plastic, wood, or metal.”

Louise Wauters  
Founder & Designer



20

## SEBASTIAO LOBO

Sebastiao Lobo is an up-and-coming Portuguese jeweler and conceptual artist with an outstanding personal aesthetic. He has already produced an impressive array of solitary pieces as well as several thematic collections; despite being wildly diverse in appearance, they all carry his signature style. Sebastiao Lobo's distinct craftsmanship and technique, paired up with the sublime, almost surreal wilderness of his work is what sets this young artist and designer apart. Sebastiao prefers telling a story and making an impact through his work rather than words while working and collaborating with community projects such as Little Lions Kenya and ubuntu while focusing on the highest quality and craftsmanship.



“Creativity is a quiet and unconscious process. It can stem from something you see or feel. It’s also something you need to work toward, it doesn’t just appear out of nowhere. It’s a process you must go through to achieve it. I think it’s more about establishing a connection with your unconscious self.”

Sebastiao Lobo  
Founder & Designer

21





22

## UJOH

In 2009, Mitsuru Nishizaki, a Japanese designer with a background as a pattern cutter for Yohji Yamamoto, established Ujoh, a brand centered on impeccable tailoring and contemporary minimalist design. His meticulously crafted collections celebrate the artistry of tailoring, weaving together intricate layers of refined shapes and details that define his aesthetic. Ujoh offers versatile, multi-functional garments designed for endless styling possibilities, combining luxurious materials with subtle, concealed features that enrich the brand's signature sleek and streamlined look.



“UJOH’s elegant and sophisticated universe is crafted through the brand’s exploration of the intricate relationship between body and clothing. Reflecting the brand’s technical expertise, their collections combine innovative shapes that work in harmony with the human form.”

“Our collections are designed with thought and consideration to ensure the brand has a lasting impact. Whether mass-produced, half-measured or made-to-measure, each garment is designed using fabrics from dead stocks.”

Pierre-François Valette  
Founder & Designer

24

## VALETTE STUDIO

Valette Studio returns to the roots of fashion and design - people, craftsmanship and savoir-faire - to create an elegant and timeless wardrobe. The brand offers a fluid and refined wardrobe for women and men who are free of rules and standards and looking for freedom around the world. The brand is reviving the tradition of the salon de couture to welcome its customers for measurements and fittings of made-to-measure and half-measure creations. By giving a history and hands back to clothing, Valette Studio incorporates timelessness into its creations in terms of style, quality and refinement. The collections are designed with thought and consideration to ensure the brand has a lasting impact. Whether mass-produced, half-measured or made-to-measure, each garment is designed using fabrics from dead stocks.

FRANCE





25



# PARTNERS

## THE IDEAL ARTIST HOUSE N°2

Rens Lipsius, an autodidact artist whose work spans Paris, New York, and Italy, has created and designed a space that encourages creative exploration. From 2000 to 2004, Rens Lipsius was artistic director of the Paris program for the American Icar foundation and developed his concept of the Ideal Artist House. In collaboration with Icar, his studio became a temporary home and exhibition space for major artists. The Ideal Artist House N°2 is located in the vibrant 10th arrondissement of Paris. Known for its intimate yet expansive space, it offers an inspiring canvas for emerging brands to showcase their work.



[RENSLIPSIUS.COM](http://RENSLIPSIUS.COM)

## WOSSA

Wossa, a premium spring water sourced from the Marbel Spring in Carinthia's Lavanttal valley, embodies the essence of freshness and untouched nature. Wossa originates from a 300-year-old homestead at 3,000 ft elevation. The surrounding area above the source remains uncultivated, reflecting the commitment to ecological and biological principles. For a water from Austria, Wossa is surprisingly light with a very low minerality. Wossa feels young, fresh, soft, neutral, and round. Its excellence is recognized worldwide, adding to its prestige in the world of premium spring water.



[WOSSA.LIFE](http://WOSSA.LIFE)

# CONTACT

Wholesale Inquiries  
[contact@mmwcollective.com](mailto:contact@mmwcollective.com)

Marketing & Communication  
**Veronika Korenblum**  
[veronika@mmwcollective.com](mailto:veronika@mmwcollective.com)

CEO & Founder  
**Maya Weisswasser**  
[maya@mmwcollective.com](mailto:maya@mmwcollective.com)

Published  
MMW Collective  
[mmwcollective.com](http://mmwcollective.com)

All rights reserved. No part of this publication may be reproduced or transmitted in any form or by any means, electronic or mechanical, including photocopy, recording or any other information storage and retrieval system, without prior permission in writing from the publisher.