

THE BOOKLET  
PRE WOMEN/MEN SS27  
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MMW/COLLECTIVE

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

It is increasingly evident that the market is shifting. Consumers are looking for brands grounded in conscious creativity, authenticity and transparency. What may once have seemed like an idealistic ideology is now a necessity. That is why **MMW Collective** has officially partnered with the **One Planet** network, hosted by the **UN Environment Programme (UNEP)**, a major initiative dedicated to changing systems for sustainable consumption and production, by facilitating collaboration and increasing our combined knowledge and impact.

This edition welcomes **FabBRICK**, founded by architect **Clarisse Merlet**, a material innovation studio transforming textile waste into sustainable building materials. Clarisse created **FabBRICK** in 2018 to demonstrate that what the fashion industry discards can become the foundation of something new. Together, **MMW Collective x FabBRICK** bring together independent brands for whom craft is not a marketing angle but a methodology, and consciousness not a label, but a practice that runs through every material choice, every supplier, every decision made before a collection reaches this room.

**MMW Collective** creates an inspirational space that welcomes buyers, press, and partners, all committed to reshaping the fashion industry with creativity and conscious design at its core.

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

Maya Weisswasser  
Founder, MMW Collective

This event unites emerging brands with a shared commitment to quality, craftsmanship, and meaningful making, fostering connections among retailers, magazines, curators, and beyond. Throughout the year, **MMW Collective** works closely with the brands it represents, offering support in communication, brand positioning, partnership development, and digital engagement with an emphasis on strategic growth. The goal of **MMW Collective** together with **FabBRICK** is simple: to give the brands building fashion’s next chapter the platform, the visibility, and the room they deserve.



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## ACTIVIST

Blending the richness of nature with a deep respect for origin, ACTIVIST creates high-grade Mānuka honey products for beauty, wellbeing, and immune support. Founded by Gabrielle Mirkin and Luke Harwood, the brand is rooted in Aotearoa, New Zealand, where wild landscapes and seasonal rhythms shape every harvest. Working exclusively with raw, small-batch Mānuka honey, ACTIVIST preserves the ingredient's natural potency, enzymes, and antibacterial properties. Each product is unadulterated and intentionally crafted. ACTIVIST celebrates nature at its most powerful. Always pure. Always purposeful. Always connected to the source.

NEW ZEALAND



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“Conscious creativity is forming a product or a brand that is not driven solely by monetary ambitions. There’s an aspect or element of it that is genuinely for the love of the creativity, origin and endeavor of the creative process. This thinking also allows our business to evolve at its own pace with organic expansion.”

Gabrielle Mirkin  
Founder, ACTIVIST MANUKA

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## CARDELÚS

Maggie Cardelús is an artist whose practice has long explored what materials and forms become when they are cut, layered, folded, and assembled. Her work in leather began with an invitation from Sonia Rykiel, and deepened over years of experimentation between Paris and South Africa. Each Neck Piece is made entirely by hand in her Paris studio, using leather sourced from French maison deadstock. Cut, braided, knotted, cast, and slowly assembled, the works exist somewhere between breathing adornment and charged, sculptural object. Each one is singular. Neither accessories nor jewelry in the conventional sense, the CARDELÚS Neck Pieces are tactile forms with weight, tension, and above all, presence.

PARIS

“Impact begins with awareness. Use what already exists. Work with craft traditions rather than against them. Make things slowly, and make them well. When designers do this, waste shrinks – but something else happens too. People start to value what they own. They keep it, care for it, pass it on. That relationship between a person and an object is where real impact lives.”

Maggie Cardelús,  
Artist & Founder, CARDELÚS ATELIER

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## DEVLYN VAN LOON

Devlyn van Loon is a Toronto-based apparel line combining sustainable, ethical production with a refined, modern sensibility. Working locally with exceptional natural fabrics sourced from Japan, Italy, and Korea, the brand develops versatile garments defined by comfort, functionality, and precise detailing. Rooted in craftsmanship and informed by subtle workwear references, each piece reflects a considered approach to construction and material. The collections emphasize durability, ease, and wearability: offering a wardrobe designed for everyday use with a quiet, elevated finish.

TORONTO

“Conscious creativity to me means ensuring that each step of the design process has been carefully considered with intention. I want to take care during the design process to have awareness of how each piece will live both on the body and as part of an existing wardrobe, and of course, how each piece feels.”

Devlyn Van Loon  
Designer & Founder, DEVLYN VAN LOON





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## FABBRICK

FabBRICK, founded by Clarisse Merlet, is a material innovation studio transforming textile waste into sustainable building materials. Born from carefully repurposed fabrics, bricks and furniture are reimagined into a noble material that is both soft to the touch and visually striking. Every project that incorporates becomes a work of art, shaped by craftsmanship that values authenticity and the elegance of the hand's gesture.

“The project was born from a simple observation during my architecture studies: the amount of textile waste we produce and how little of it is reused. The first brick I created was an experiment – almost a prototype without intention. But it revealed a new way of creating and that moment shifted everything.”

Clarisse Merlet  
Architect & Founder, FabBRICK

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## JAKHU STUDIO

Jakhu Studio is a London-Lima-based jewellery brand founded in 2017 on the principle of creating contemporary designs with high-quality craftsmanship and the finest materials. Rooted in Pre-columbian art and culture, Jakhu jewellery is handcrafted in Peru in partnership with silversmiths from San Jeronimo de Tunan (Central Andes), using locally sourced silver and traditional techniques of jewellery making. 'Jakhu' means things of value in Aymara, and 'Yaku' means water in Quechua, paying homage to the indigenous heritage of the Andean region. Jakhu Studio jewellery transcends beyond adornment; every piece responds to the ancestral traditions of wearing jewellery as a powerful form of self-expression and communication.

ENGLAND - PERU

“Conscious creativity means designing and crafting with intention, awareness, and integrity – honouring materials, techniques, stories, communities, traditions, and the environment behind each creation.”

Maria Bernal  
Founder & Designer, JAKHU STUDIO

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## 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



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“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, JUSLIN MAUNULA



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## POSTELEGANT

POSTELEGANT is a Tokyo-based fashion brand focused on refined, understated design rooted in quality materials and precise craftsmanship. Taking a considered approach to clothing, the brand emphasizes material, construction, and proportion, working in close collaboration with local, specialized makers. Its collections balance modern silhouettes with a quiet sense of Japanese elegance, shaped by a strong sensitivity to fabric and detail. The result is a wardrobe designed for longevity and fluid beyond gender in its expression.

TOKYO





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## RICE NINE TEN

RICE NINE TEN embodies the spirit of learning from the past to create something new, reimagining traditional items. The brand name is derived from the Japanese kanji characters for “iki” , which literally means “chic” or “refined style.” which is written as (RICE) + (NINE) + (TEN) = (IKI). This was a term used in old Japan to describe stylish people with a unique sense of fashion, and the brand was named with the desire to propose a one-of-a-kind style, much like this word.

“Make less. Make it well. Make it last. The most immediate thing any brand can do is resist the pressure to overproduce. We’d rather create one piece someone treasures for twenty years than ten they forget in a season.”

Shohei Kimura  
Founder & Designer, RICE NINE TEN



# PARTNERS

## IDEAL ARTIST HOUSE NO.5

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 NO.5 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.



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

## PEPIN

Pépin is a natural wine label created by Pierre & Jean Dietrich, built on the belief that natural wine is a common good - something to be recovered and made accessible to all. Every cuvée is sourced from organically farmed vines across France, hand-harvested, vinified without inputs, using only indigenous yeasts and zero added sulfites. Rather than a fixed domaine, Pépin works with a rotating selection of small winemakers, curating wines that meet consistent standards while allowing each batch to reflect its own terroir and personality. The result is a range of seven permanent wines - red, white, orange, pink, riesling, pétillant naturel, and more - where the label stays the same, but the wine inside keeps evolving.



[PEPIN.VIN](http://PEPIN.VIN)

## ONE PLANET UNEP

The One Planet Network (OPN) is a multistakeholder community driving global advocacy on sustainable consumption and production. Hosted by the United Nations Environment Programme, OPN brings together thousands of members, national focal points, and thematic programmes across the public, private, and third sector. Through dialogue, research, and innovative solutions, it turns awareness into action towards achieving SDG 12. Its Consumer Information Programme connects this global network around ecolabels, product sustainability, and digital information systems, equipping consumers with the quality information needed to make conscious choices.



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One planet  
handle with care