



MARINE SERRE

MARINE SERRE *GROUND CONTROL* FW24 WOMEN'S SHOW

As announced in December, from this season, the MARINE SERRE seasonal collections are split into menswear and womenswear, released separately.

This season, MARINE SERRE transports the audience to a marketplace or a bazaar of some sort that lays the foundation for this collection's show. The show is set at Ground Control in Paris, a hybrid third place*, former railway shed, regenerated into a space which acts as a cultural, social, sustainable and environment player. Echoing the values of the house. The industrial venue includes shops, a large food hall, bars, a radio. A multidisciplinary independent living space, which occupies a unique place in the Parisian landscape.

Entering a cloudy morning, the audience gets into a twilight zone blurring the lines of reality and fiction, contrasting with the apparent casual dimension of the collection. Suspended spheres of light recall cycles of the moon, femininity and graceful elegance, echoing with the collection. This space is filled with life, for our tribe to regroup and connect.

As an additional poetical layer, the music references Marine's love of contemporary R&B, Hip-Hop, electronic music and classical compositions, incorporating various noises, intimate messages - from Ground Control to Space - left to loved ones "far above the Moon" answering the question: "*If you had to call someone to tell them something you never dared to say, what would it be?*" The name Ground Control is also a nod to the opening lyrics of David Bowie's song, "Space Oddity". An ethereal plunge into the various dimensions of time and space, which leads us to the show soundtrack.

The casting gets together people of diverse social, cultural backgrounds and ages - some of them casted through our social media - crossing into each other alternatively in front of the *Effet de Serre* flower shop, the MARINE SERRE record store, a Parisian *Café de Serre*, a *Bar de la Marine* and a *Piserreia*, as a live expression of the brand way of life.

This 43 looks collection transitions through different times and spaces. Families of looks respond to each other and evolve throughout the show, reflecting the hybrid approach of the brand. The show begins with elegant black transparent outfits and graceful silhouettes reinterpreting the All Over Moon pattern with strass. As it progresses, there's a mix a grey full look of the signature airbrushed All Over Moon leather - pairing a men's shirt and a pair of knee-boots - of jacquard sartorial tailoring, and a brand-new mesh, allowing for layering of our iconic Moon print. A splash of color follows with red and fuchsia, introducing pop and fluid silhouettes that play with the house's pillar materials: moire, satin-like-viscose, and silk scarves. The runway then shifts to a beige casual workwear, paired with chic python looks, complemented by delicate lace details. Revamping the uniform, the collection introduces timeless tailoring Moon Diamant looks in black and a new navy blue.

Four couture looks close the show, including a sophisticated morpho-fitted catsuit that serves as a mise en abyme of the jewelry print, featuring custom vintage jewelry pieces. The second couture look in moire echoes to the mystical logo created for the show with joining hands embodied by flying wings, while the following look presents a cinematic couture ensemble crafted from upcycled silk scarves, showcasing an alluring silhouette with puff sleeves. The grand finale on Guinevere Van Seenus is a black athletic-couture jersey dress that elegantly concludes the collection, celebrating women empowerment.

KEY ACCESSORIES

- The STRIKE, a brand new compact bowling bag
- The CORE, a clutch for essentials
- The MS MOTO, a pair of biker boots
- The MS LOAF, a timeless loafer
- The MS RISE TYKO - a trail version of the iconic MS RISE
- The MS HIGH, a brand-new knee high boot

Download the pictures © Arnel Ian Dela Gente [here](#)

Credits

Styling: Benoit Béthume

Casting Director: William Lhoest

Music: Stereo Image

Graphic Design: Arthur Teboul

Film: Titre Provisoire

Lookbook: Arnel Ian Dela Gente

Movement Director: Ryan Chappell

Guests/VIPs Content: Ten Days

Hair: Ali Pirzadeh

sponsored by Bumble & bumble.

Make Up: Janeen Witherspoon

sponsored by Make Up For Ever

Nails: Anais Cordevant sponsored by Manucurist

Production: Spotlight

Marine Serre would like to thank all sponsors:

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**as a reference to urban sociologist Ray Oldenburg*