

APPAREL AND ACCESSORIES

Max Mara proves icon's staying power through multi-generational project

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Max Mara 101801 Coat

By STAFF REPORTS

Italian apparel and accessories brand Max Mara is reigniting interest in a classic through heritage content.

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The label's oversize wool and cashmere camel 101801 Coat has withstood the test of time since it first debuted in 1981, earning celebrity and fashion fans along the way. Now, Max Mara is taking consumers behind-the-scenes of its history and craftsmanship in an effort to put a new generation of women in its sleeves.

Enduring appeal

Max Mara's 101801 coat is the brand's best-selling jacket of all time. With a social media push, the brand is driving consumers to its Web site, where they can view a timeline and explore more of the coat's story.

A short film opens the door on the "magic" that goes into each of the coats, which take 168 minutes to assemble. The short film follows the production from laser cutting to the hand-sewn touches that finish the coat.

The Magic behind the Max Mara 101801 Icon Coat

Proving that the jacket has appeal for all ages, Max Mara enlisted LaDoubleJ.com to direct a photo project featuring mothers and their daughters wearing the 101801. The six pairs were shot by Alberto Zanetti wearing varied outfits, showing the versatility of the style.

The women appear in a video talking about why they like the coat and how they like to wear it.



Mothers & Daughters campaign

Celebrating the icon, Max Mara has created the first limited-edition version of the 101801 in all black, covered with hand beaded details. Only 20 of the coats were produced, each numbered.

The \$10,890 coat is being sold exclusively online, ensuring that a global audience has equal access to the limited quantities.



Max Mara's limited-edition 101801 Coat

Luxury brands often use heritage to differentiate their classics from competitors'.

French couture house Christian Dior positioned its latest footwear design as a new classic through digital content that blends heritage with modernity.

Inspired by the shape of a Dior pump released in 1959, the Dioressence stiletto also reflects more recent inspirations of the label, a blend of old and new that is explored through film, illustration and photography on Dior's social channels and its content site DiorMag. As the single-sole stiletto is a classic produced by many labels, Dior's use of content helps to separate its own product from that of other brands ([see story](#)).

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