

Max Mara brings site-specific Coats! exhibit to South Korea

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Max Mara Coats! opened at the DDP in Seoul, South Korea on Nov. 28. Image credit: Max Mara

By STAFF REPORTS

Italian fashion label Max Mara is highlighting a particular product category to promote its dedication to quality and craftsmanship.

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Max Mara's "Coats!" is a traveling exhibit that explores the different jackets and overcoats designed by the brand throughout its 60-year history. After stints in Berlin, Tokyo, Beijing and Moscow, Max Mara's Coats! opened Nov. 28 at the Zaha Hadid-designed Donggaemum Design Plaza (DDP) in the heart of Seoul, South Korea.

More than a coat room

The Max Mara exhibit, Coats!, explores the history of the Italian fashion house and its coats through several themed rooms.

Each "modern-day wunderkammer," meaning a room of curiosities, includes garments, sounds, memorabilia and interactive features representing the vision of Max Mara's founder, Achille Maramotti who believed in making "the ordinary extraordinary."



Max Mara first hosted Coats! in Berlin 2006. Image credit: Max Mara

Max Mara designed the Coats! exhibits with Studio Migliore + Servetto Architects.

Located in the DDP's Art Hall 1, visitors to the Max Mara exhibit are welcomed by a site-specific digital installation by Korean artist Yiyun Kang in a work that explores relational environments. In her work, Ms. Kang explored the Max Mara production process using imagery from the brand's archives and its iconic camel fabric.

The exhibit includes more than 90 coats, some of which date back to the 1950s, as well as more recent designs and Max Mara's iconic 101801 style ([see story](#)).

To promote the exhibit in the South Korean market Max Mara designed a special look that draws inspiration and pays homage to Korean tradition.



YoonA dressed in the special Max Mara look to celebrate the exhibit. Image credit: Max Mara

The look is modeled by South Korean influencer YoonA who wears a wool and viscose blouse and skirt, paired with a Max Mara Camel coat. The brass color of the outfit was inspired by yugi, a type of Korean tableware used by the royal family and passed from generation to generation.

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