

APPAREL AND ACCESSORIES

Maison Atia presents playlists to support capsule collection

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MA by Maison Atia is made with sustainable Kona fabric. Image credit: Maison Atia

By LUXURY DAILY NEWS SERVICE

Luxury faux fur brand Maison Atia is sharing playlists to celebrate a colorful capsule collection.

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MA by Maison Atia is made with sustainable Koba fabric and includes coats, hats and other accessories in five colors: yellow, red, green, light blue and black. Those color schemes inspired five "mood music" playlists the brand shared on Spotify.

"We always look for creative, personal ways to connect with our Maison Atia fans," said Chloe Mendel, cofounder of Maison Atia, in a statement. "During these uncertain times, we all need some uplifting.

"Through my life partner Billy [Corgan], music is part of our DNA, so we first decided to tap into our colorful and playful MA sustainable collection to share our favorite songs and match the colors with different moods," she said.

Mood music

Each color playlist captures a specific mood.

The Yellow playlist is upbeat and optimistic, featuring tracks from musical acts such as ABBA, The Beatles, Elvis and The Kinks. The Red/Rogue playlist includes music from Phil Collins, Cyndi Lauper, Elton John and many others for a passionate and energetic vibe.

Green represents balance and harmony, with several tracks from iconic rock band Fleetwood Mac as well as The Cure. The Light Blue playlist brings a sense of peace and calm, with selections from dith Piaf, Bing Crosby and more.

Finally for the Black/Noir playlist, songs from Etta James, Billie Holiday and Duke Ellington, among others, creates a mysterious but elegant musical experience.

This spring, many luxury brands used social media to release creative playlists as a way to engage and inspire consumers stuck at home in lockdown. Kering brands Alexander McQueen and Bottega Veneta were among those launching Spotify channels or playlists for musical brand experiences ([see story](#)).

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