

AUTOMOTIVE

## Mercedes-Benz suits up with fashion collaboration

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*Mercedes-Benz Canada is partnering with Pink Tartan for The Power Suit Project. Image credit: Mercedes-Benz Canada*

By SARAH RAMIREZ

German automaker Mercedes-Benz's Canadian importer has partnered with a fashion brand to revamp the power suit for International Women's Day.

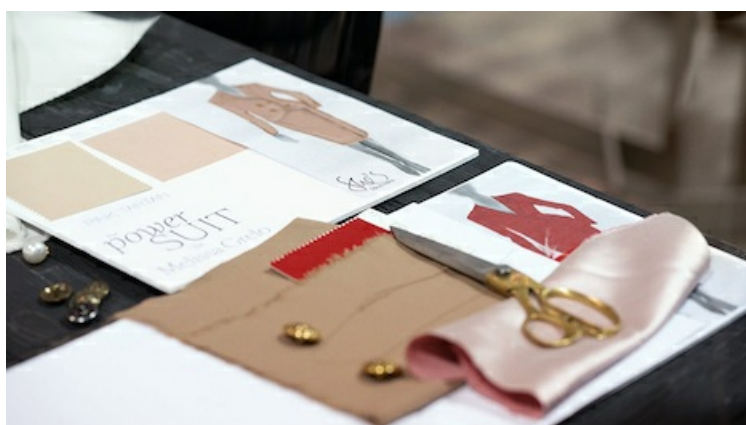
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Mercedes-Benz Canada and fashion label Pink Tartan are highlighting personal style and confidence with "The Power Suit Project." The effort debuted on March 8 to coincide with International Women's Day, underscoring the automaker's commitment to highlighting prominent women throughout its history.

### Power Suit Project

The term "power suit" may recall images of female executives in the 1980s wearing broad blazers with shoulder pads. However, the power suit combination of a tailored jacket and fitted skirt can trace its origins to the iconic designer Coco Chanel in the 1920s.

Through the Power Suit Project, Pink Tartan's president and design director Kimberley Newport-Mimran designed three different interpretations of the iconic outfit. Each power suit was designed with a notable Canadian woman in mind: Mitsou Glinas, Melissa Grelo and Stacey McKenzie.



The "She Mercedes x Pink Tartan" collection is priced starting at 798 Canadian dollars, or about \$630 at current exchange. With every purchase of the collection, 15 percent will be donated to the nonprofit Dress for Success, which provides professional attire for low-income women for their job searches.

The first power suit features a military-inspired double-breasted jacket and pencil skirt in "British tan." It was inspired by Melissa Grelo, a Canadian television personality.

Canadian style icon and pop singer Mitsou Glinas inspired the second outfit, which includes a shawl collar tuxedo jacket and knee-length shorts with a silk cummerbund.

The third design is a fire engine red tuxedo dress with military-inspired button embellishments, designed with Canadian runway model Stacey McKenzie.

To promote the collection, the three women, as well as the designer, appeared in a series of videos for Mercedes-Benz. In the videos, Ms. Newport-Mimran discusses how she was inspired by each woman's personalities to create the suits.

#### *The "She Mercedes x Pink Tartan" collection reinvents the power suit*

Meanwhile, the celebrities discuss self-confidence and mentorship. In an inspirational moment, each woman gives another power suit to a colleague, friend or relative, symbolizing passing on their support to the next generation of change-makers.

"It's who wears the suit that makes it a power suit," Ms. McKenzie says in the film.

#### She Mercedes

This is not the first time Mercedes-Benz has centered female narratives in its campaigns.

In 2018, Mercedes-Benz honored the woman who is considered the first driver in a vignette that captured the marque's long legacy of innovation.

Bertha Benz, the wife of automobile inventor Karl Benz, has long been celebrated in Germany for her own automotive achievements, including completing the first long-distance drive with a production vehicle. In a short film, Mercedes-Benz shared her story with a wider audience while emphasizing its own trailblazing history ([see story](#)).

The following year, the automaker appealed to a new generation of Middle Eastern drivers with a female-centered film set in Dubai.

The film followed a young woman and her friendships with women in a rapidly-changing culture. Mercedes balances appealing to younger drivers with a special focus on Middle Eastern women who are gaining more freedoms ([see story](#)).