

APPAREL AND ACCESSORIES

Max Mara amplifies commitment to sustainability with Cube collection

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Arizona Muse is a wise choice from Max Mara, with both holding such clear commitments to the earth. Image credit: Max Mara

By KATIE TAMOLA

Italian fashion label Max Mara is doing its part to foster the future of fashion in its spring/summer 2022 campaign.

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Through The Max Mara The Cube with Cameluxe collection, consumers learn about the label's recent work in raising awareness of sustainability, using excess camelhair fabric from Max Mara coats to create additional products. The campaign stars American model Arizona Muse, whose values align excellently with the cause.

"I think that there is something to be said when a brand takes an iconic style and fabrication and finds a way to incorporate that into another that is a completely different style," said Kimmie Smith, cofounder and creative director of [Athleisure Mag](#), New York.

"There is a connective tissue where those who love The Cube may also want one of the classic camelhair coats," she said. "Consumers are able to see how they are embracing sustainability and how fabrication can have an extended life."

A commitment to the environment

The campaign vignette holds a palpable commitment to and theme of nature, opening with an aerial shot of the ocean, and additional shots of Ms. Muse taking in the sun, mountaintops and more.

The model walks throughout the outdoors, skips rocks and looks at the camera as she fashions The Cube collection in different colorways, including red and blue.



The collection features jackets, parkas, sweatshirts and more in different colorways. Image credit: Max Mara

The Max Mara The Cube is a high-performance collection, with pieces including fully reversible and lightweight jackets, oversized parkas and sweatshirts. Rounding out the collection is a series of clutch bags.

The Cube sweatshirt, jacket and parka offerings are all water-repellent and come in vibrant colors.

The Cube collection is made with Cameluxe, Max Mara's contribution to sustainable and ethical fashion. Excess camelhair fabrics are upcycled from the label's coats to create an insulating pad.

With such a material and process, Max Mara highlights its repurposing of luxury materials that would have been wasted, proving its commitment to cutting waste, water usage and CO2 emissions.



Max Mara's commitment to the earth is woven through its every offering. Image credit: Max Mara

An additional short film shows the material being gathered and the final results, pieces of the new collection.

"I think many people [think] that when you purchase a luxury brand, that it is an over-the-top assortment that engages in waste," Ms. Smith said. "But luxury really speaks to the craftsmanship and use of materials whether they are high-end leathers or using fibers that have sustainably gathered."

Sustainable allies

With Max Mara being a brand that is so outwardly committed to sustainability, tapping Ms. Muse was a thoughtful decision, as she is an activist and founder of DIRT, an organization that aims to contribute to earth regeneration.

Several brands and organizations seek out ambassadors that reflect their ethos and commitments, especially those that are related to the environment.

Earlier this month, Italian fashion company Prada Group invited Chinese singer and songwriter Kun to explore several of its factories, prompting awe and admiration from the entertainer.

In a new short film for the group's "Know How" series, Kun embarks on in-depth tours of Prada's Valvigna, Scandicci and Levanezza quality control department properties. Guido Savy, the Scandicci plant director, serves as a de facto guide, showing the singer how the factory aims to meld employee tranquility, meticulous craftsmanship and sustainability ([see story](#)).

Last March, water-initiative nonprofit organization One Drop Foundation tapped professional equestrian show jumper, author, businesswoman and philanthropist Georgina Bloomberg as its newest brand ambassador ([see story](#)).

"For Arizona, you know that she would only align with a brand that truly engaged in responsible efforts and had the interest to continue to learn more to see where else they could do this," Ms. Smith said.

"The Cube is a great way to begin making those steps and to continue the heritage of their core pieces while making a new style that will begin its movement to being a hero product or capsule of products."

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