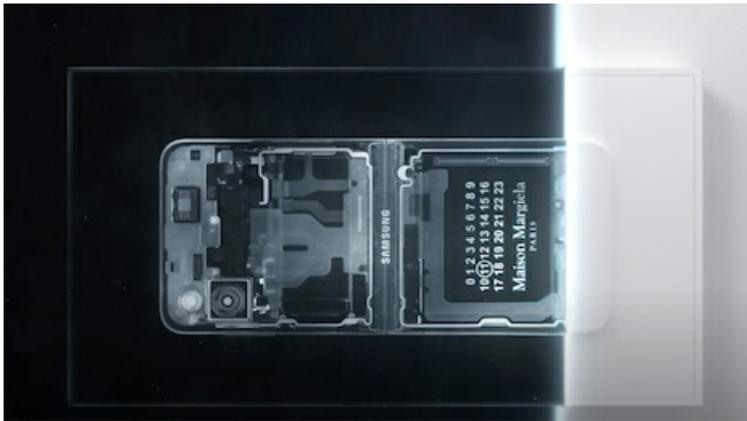


SOFTWARE AND TECHNOLOGY

## Margiela puts numbers on the board with Samsung collaboration

November 11, 2022



*The Galaxy Z Flip4 Maison Margiela Edition release marks a first-time partnership for the pair. Image credit: Samsung*

By AMIRAH KEATON

Parisian fashion brand Maison Margiela is answering a call to collaborate with Samsung, applying its coveted house codes to the world's very first foldable mobile phone.

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The elusive fashion sponsor has teamed up with the South Korean multinational to inject its design philosophy into the fashion-forward release. The Galaxy Z Flip4 Maison Margiela Edition release marks a first-time partnership for the pair.

"Samsung's Galaxy Z Flip4 Maison Margiela Edition's design elements appear to emulate and build upon the ethos of the couture house," said Rebecca Miller, founder/CEO of [ARTful Communication](#), New York.

"Luxury consumers remain diligent in their desire for the exceptional expressed in many forms, products, marketing campaigns, storylines and collaborations," she said. "They have come to expect an element of technology in almost every part of their lives, fashion being no exception.

"The concept of early tech, viewed through fashion, is a perfect example of anticipating their customer's needs and unexplored desires."

Ms. Miller is not affiliated with Maison Margiela, but agreed to comment as an industry expert.

Haute couture meets cutting-edge

Samsung holds an ingenious ethos close to its core so too does Maison Margiela.

Formerly and more formally known by its full title, Maison Martin Margiela, the house, takes its name after its founding designer.

"Maison Margiela's founder used an enlightened approach to his designs at Hermes and brought it forward, much like John Galiano's visual language', seemingly nonchalant but ever intellectually curious," Ms. Miller said.

His eponymous luxury label's latest effort takes to tech.

## *A collaborative campaign film builds hype for Samsung and Maison Margiela's drop*

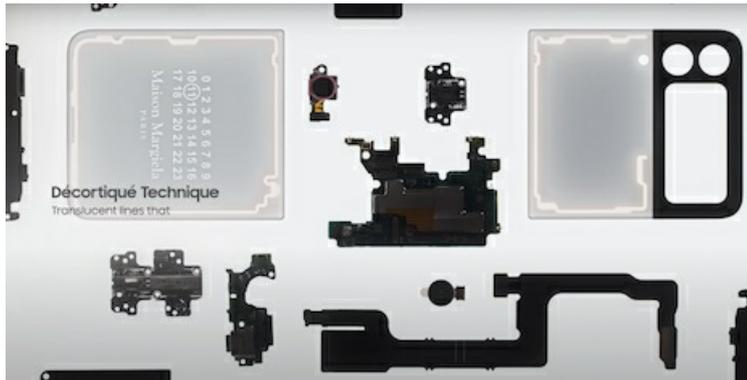
The clip begins with a series of sobering bass clef notes, which introduces the arrival of the novel apparatus with force, before erupting into a full piano score for its soundtrack.

An outer shell houses the smartphone. Shown early on, a slightly raised impression becomes apparent upon viewing the box's white surface, which is in and of itself a work of art, according to Samsung.

Inversion bringing the inside out is a repeated theme over at the house of Margiela. The motif and its application to packaging signal synergy well before its user finds their way to the device therein.

The first few frames of the video give its audience X-ray vision, representative of the device's unique UX design. A scanning motion flips the screen from white with black accents, to an opposite visual.

A fully-formed phone flashes before viewers' eyes, before the Samsung film provides an overview of the next concept the mobile phone has borrowed from its partner.



*Maison Margiela's dcortiqu technique exhibited in Samsung's campaign film. Image credit: Samsung*

Its construction employs Maison Margiela's "dcortiqu" technique, which strips back an object's outer layers to expose its core, featuring fine, translucent lines which signify the internal circuits of the phone, according to Samsung.

Finally, the collaboration's two phone accessories are shown, also mimicking Margiela's style.

The first remixes Maison Margiela's emblematic numeric coding ring, in an arrangement that evokes of the house's DNA.

The second uses the house's iconic "bianchetto" technique, which reduces an object down to the simplicity of a white canvas with the brand's four stitches emblem, signaling anonymity. The clip integrates brush strokes, showcasing its painted leather case.

"The use of the four stitches honors one brand while the flip technique demonstrates an unpretentious amalgamation between the two," Ms. Miller said.

A vested interest in innovation serves as the basis of alignment between these collaborators.

"Samsung and Maison Margiela both believe in breaking with convention and allowing people to celebrate their individuality, and this is no exception," said Stephanie Choi, executive vice president & chief marketing officer of Mobile eXperience Business at [Samsung Electronics](#), in a statement.

"With this collaboration, which combines groundbreaking technology and a unique design, we want you to be able to express your true authentic selves and celebrate what makes you unique."



*The special edition will be available for purchase starting Dec. 1. Image courtesy of Samsung*

Both brands have made concerted efforts to align themselves with forward-thinkers and early adapters in their respective rights. Few fit this description better than a Margiela fashionphile or Samsung fan.

"This collaboration makes sense as both brands approach design from a similar mantra of deconstructing to reconstruct in a new and unpredictable manner," ARTful's Ms. Miller said.

"The design technique and creative talent of ignoring the rules, having no formal affiliation with any one style, selecting unorthodox materials, unanticipated technology and marketing venues instills an almost cultlike mentality defying the product norms," she said. "They both approach their designs from a position of their respective brand's ethos with a dash of avant-garde."

#### Metaverse mishaps

Fashion and technology are connected, by proxy of an endemic interest in what is new and next, which drives both in large part. As of late, much of luxury fashion's tech-forward efforts are tied to the metaverse, understandably so, to some degree, as Web3 is the internet's freshest frontier.

For example, Italian fashion house Gucci brought its experimental online space, Vault, into the future, fostering its multidimensional nature by venturing out into the metaverse at the top of the year ([see story](#)).

British fashion label Burberry partnered with online gaming platform Roblox in the release of its first virtual Lola bag this summer ([see story](#)) and as of Aug. 31, Italian luxury brand Bulgari opened an exclusive virtual world on Zepeto, a popular Asian metaverse platform ([see story](#)).



*The Gem and Nimbus virtual Lola bags are available on the Roblox marketplace. Image credit: Burberry*

Despite these online activations, however, opportunities outside of Web3 still exist and risk erasure at the hands of metaverse hype.

Further, 28 percent of survey respondents believe that the metaverse will have a breakthrough impact on their organization in the future according to Accenture ([see story](#)), but consumer reports tell a different story.

A [metaverse and social commerce report](#) from CommerceNext found that only 5 percent of respondents said they were enthusiastic users of the metaverse ([see story](#)).

Almost half of the respondents said they had not heard of the term "metaverse," 27 percent said they have only heard the term and 20 percent said they did not know how to use it.

The disparity signals a disconnect between brand efforts and consumer mentalities, indicating that brands and retailers have a way to go in terms of making the space comprehensible.

As luxury brands suffer, to some extent, from herd mentality around metaverse technologies, projects like Samsung and Margiela's effectively resonate with more relevance. The product's tactile nature and relative necessity enhances the medium's appeal in the age of cloud computing.

"Margiela's cellular case study with Samsung stands as a solid 'outside-of-the-box' example of what can happen when fashion and more traditional technologies meet," Ms. Miller said.

"[Samsung and Maison Margiela] understand and respect each other's white space," she said. "Neither tread on the other, but both desire an outcome that is clever, of value to the consumer, desirable and slightly off center infusing more raw passions and desire.

"They have aligned talent."

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