

APPAREL AND ACCESSORIES

Le Monde Mackage' ushers in label's next chapter

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The company is reformatting its central ethos of Aesthetics that Protect. Image credit: Mackage

By ZACH JAMES

Montreal-based luxury outerwear brand Mackage is positioning its fall/winter campaign as a major stepping stone in its evolution.

Released Sept. 18, the Le Monde Mackage initiative seeks to recenter the label upon the three pillars of luxury, destination and specialists through "sartorial mastery." Upon this basis of functional form and prestige craft, the company is beginning its next chapter with the help of a few recognizable faces from the entertainment and modeling industries.

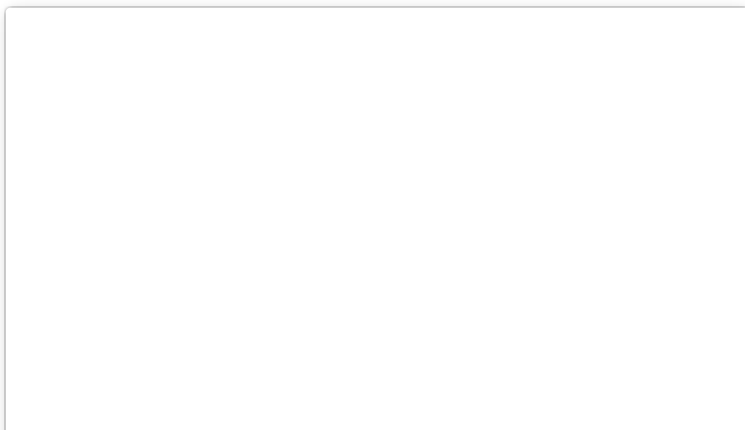
"With 'Le Monde Mackage', we've created a collection that reflects a season that is about more than outerwear," said Tanya Golesic, CEO of Mackage, in a statement.

"It's about crafting a complete expression of modern luxury that performs as beautifully as it looks."

Sense and sensibility

English actor Charlie Hunnam and British-Irish supermodel Stella Maxwell star in the campaign, returning following their appearance in the brand's spring/summer 2025 push.

The brand ambassadors reprise their roles, appearing as symbolic faces of modern luxury, which, to Mackage, represents an intersection of grittiness, gravitas and elevated ready-to-wear design.



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Shot on location in Los Angeles' Hancock Park neighborhood, where both of the stars reside, the stills and the corresponding short film take the duo to a series of varied environments, including a large library lined with classical literature, a snow-dusted garden and tree-lined streets, showcasing the seasonal versatility of the assemblage.

"Returning to Mackage felt effortless," said Ms. Maxwell, in a statement.

"There's a quiet elegance to this campaign that speaks to the strength of beauty that protects."

Mr. Hunnam, soon to star in the third season of Netflix's hit series "Monster," narrates the short, speaking on how the maison's wares are built to stand up to the tests of time, much like the books and buildings that provide the backdrop for the visuals.



The environments seen in the campaign serve as a metaphor that ties into the brand's Aesthetics that Protect ideology. Image credit: Mackage

The fall/winter 2025 collection, including **men's** and **women's** ready-to-wear, outerwear and accessories, is available now in-store and on Mackage's website.

Come together

Alongside presenting the label's revitalized vision of contemporary high-end clothing, the brand presents its marketing in an intimate setting, joining many other brands taking a similarly personal approach to advertising.



The global brand ambassadors brought a similarly intense energy to the spring/summer 2025 campaign, which was released in February. Image credit: Mackage

For the fall/winter season, many luxury staples are presenting their collections as items deeply tied to the wearer's sense of self and individuality.

Italian fashion house Valentino's release brought its latest selection to the private, everyday locale of the restroom, capturing its cast as they prepare their public identities in a shared safe space ([see story](#)). Meanwhile, U.S. retailer Neiman Marcus brought a maximalist aesthetic to the conversation, showcasing models in the role of a couple who reflect their elegance through dress ([see story](#)).

This form of messaging seeks to engrain luxury apparel into the wearer's personal identity, potentially building brand loyalty while uplifting signature styles.

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