

MELAGENCE

PAPER

ISSUE #03



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EDITORS LETTER

MELABRATIONS

by MELA BAUER



For those who may be wondering, Melabrations is a combination of Melagence and Celebrations. We are already celebrating our 10th anniversary this year. Cheers to us!

Somehow, Melabrations embodies the spirit of our company. As our name Melagence suggests - for those who may be wondering: „agence“ standing for agency and „Mela“ for my first name- we love to bring things together and create unexpected combinations. We enjoy merging things that may seem incompatible or contain an oxymoron and finding new and exciting ways to bring them together.

One important lesson I have learned in the first decade of the agency is that changing one's perspective can be incredibly helpful, especially when facing challenging times. This is why, through our editorial shoot, we hope to share our love for perspective shifts with you. The shoot features our beloved designers from various angles and perspectives.

Another equally important lesson is that taking the time to acknowledge milestones, big and small, can bring joy and gratitude. This is why we think it is so important to celebrate anniversaries, inaugurations, or other special occasions. By celebrating the achievements of those around us, we can find inspiration and motivation to pursue our own dreams and aspirations. These events are a testament to the importance of perseverance, hard work, and the support of others in achieving our goals.

Events like Diemme's 30th anniversary party in Copenhagen, which fused the best of Italian and Scandinavian lifestyles, the recent opening of the Christian Wijnants store in Berlin or ATP Atelier's new offices and showrooms in Stockholm, and of course, our own Melagence headquarters are noteworthy events that remind us of the power of community and collaboration. Let us use these occasions as a reminder to appreciate the supporters and partners in our lives and to take joy in their successes. Together, we can build a community that celebrates and uplifts one another.

I would also like to take this 10th anniversary as an opportunity to thank everyone who has supported Melagence over the years. Especially my team members, both current and former, who have believed in my vision and helped make it a reality.

This third edition of Melagence Paper offers a glimpse into our little Melagence universe. We hope you'll celebrate with us and enjoy reading about the exciting things happening in our world. Cheers!

Mela

P.S. As we enjoy bringing things together so much, this text is a merging of my own words and responses generated by ChatGPT



Mela wears Cloudustin rouge rouge blouse and Clouelton rouge rouge jupe by Roseanna

PERSPECTIVES

Intro by CHAT GPT, photography by BENJAMIN HÖHNER

Perspective is the kaleidoscope of life, refracting our experiences, beliefs, and values into a unique lens through which we view the world.

It can shape our responses to even the most mundane of events, imbuing each moment with potential for growth and understanding. In fashion, perspective is the catalyst for innovation, a doorway through which we can challenge preconceived notions and explore new frontiers of beauty and self-expression. Perspective is the key to unlocking the true potential of fashion, an invitation to view the world through a new lens and find meaning in the smallest of details.



Kathi wears Tumas denim top and Pantom denim jeans by Christian Wijnants
and Cellole nappa shoes by ATP Atelier



Lara wears Sparkle Vest and Shadow Pants by Lutz Huelle and Costanza hot pink feathers/vachetta sandals by ATP Atelier. Kathi holds Montalbano vachetta/nappa bag by ATP Atelier



Kathi wears Dumak Net Shirdress and Pantom denim by Christian Wijnants and Cerone Suede Stretch heels by ATP Atelier



Monika wears Marinelli Tita overshirt and Joie Tita pantalone by Barena Venezia and Balabi Basso shoes by Diemme



Lara wears Lotti Elios t-shirt by Barena Venezia, Jemi Jacket by Christian Wijnants, Mann Elios leggings by Barena Venezia, Scarlino Double Face nappa bag and Malonno vacchetta sandals both by ATP Atelier



Monika wears metallic knit dress by House of Dagmar and Montefalcione
Merlot vacchetta bag by ATP Atelier



Mela wears Abi Gabry Velato nero dress by Barena Venezia, Jim Vest by Lutz Huelle, Costanza feather/vacchetta sandals and Fasani nappa high heel platform shoes by ATP Atelier



Kathi wears fitted blazer and slim suit pants by House of Dagmar and
Costanza feathers/vacchetta sandals by ATP Atelier



Mela wears Orchidea jacket by Lutz Huelle, loose fit denim pants by House of Dagmar and talks through a Teano shearling slipper by ATP Atelier



Lara wears Camicia Milly Pura shirt and Bobby Ribera knitwear by Barena Venezia, long silk skirt by House of Dagmar and Costanza feather/vacchetta sandals by ATP Atelier

NEW HOME

ATP ATELIER CELEBRATES THEIR NEW HQ

Images and text by ATP ATELIER

ATP Atelier, the Swedish brand known for its sleek and minimalistic aesthetic, recently celebrated its moving into a brand new office space located at Katarinavägen 19 in Stockholm's Seamen's Institute. The entire floor has been taken over by the brand, and it includes a design atelier, showroom, photography studio, and an office. This new space marks the beginning of a new chapter for ATP Atelier, providing an ideal place for inspiration and functionality.

To create this unique space, ATP Atelier partnered with architecture Studio Escapist and Maj-La, one of the brand's co-founders. The interior of the office was carefully curated to reflect the personal and warm, yet still sleek and minimalistic expression of the brand. Maj-La achieved this by mixing Scandinavian and Italian iconic designs, mostly from the 70s and 80s, bought from auction houses like Bukowskis.

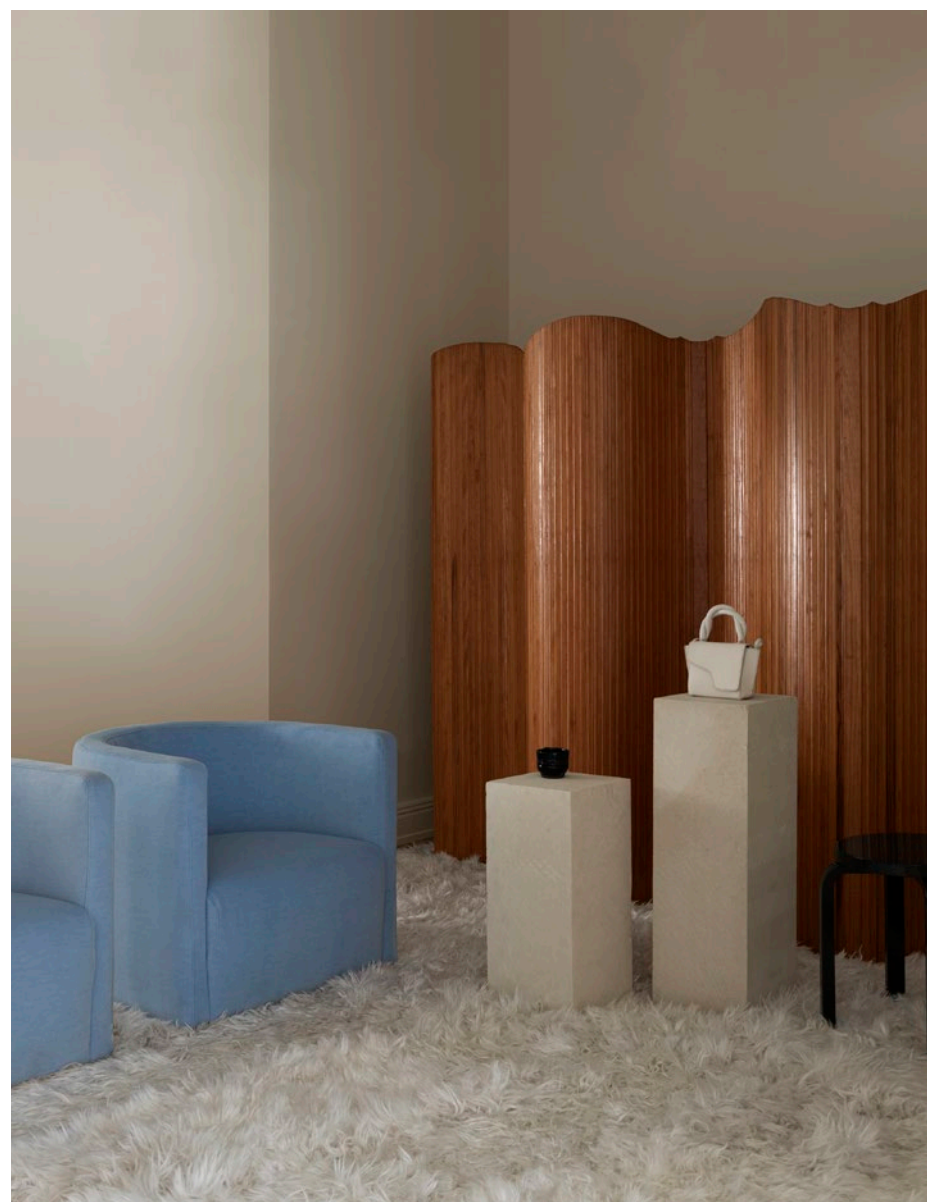
Reflecting on their journey, Maj-La and Jonas, the two close friends who founded the brand, realized that birthdays can make you quite sentimental, looking back at the moments, people, and places that made you become what you are today. They became BFFs over a shared bottle of Prosecco, which makes sparkling wine an undeniably significant part of the brand's story. The city of Otranto in the south of Italy, where they later came to spend summer vacations together, is another piece of the puzzle.

Ultimately, the story of ATP Atelier speaks to taking care of yourself and not following the broadest path, spending your time and money on the things and experiences in life that last. It's what they call „smart luxury.“

After moving into this beautiful new home, we asked Maj-La about the space and how her design process will be different:

“Yes, it's amazing! It's been just over 10 years since ATP Atelier was founded and our new HQ is really the perfect celebration and embodiment of the essence of ATP Atelier, a lifestyle and aesthetic that marries Italy and Sweden. Although our core and DNA hasn't changed, we have grown and

evolved a lot since we started out at Sofiagatan 3. It was high time for a new space that reflects where we are at right now. I wanted an HQ that feels like a home but functions as an office - a place where my team feels at home but also gets inspired. This is so important to me, especially after the pandemic. Our HQ now serves a bigger purpose than just the physical practicalities of an office.” said Maj-la Pizzelli, co-founder and CEO.



Learn more about ATP Atelier, and about how Scandinavian design meets Italian production and quality.



DIEMME

CELEBRATING THEIR 30



Diemme, the Italian footwear brand, has recently celebrated its 30th anniversary with a bang! The brand, founded by Dennis and Maico Signor, has stayed true to its roots of crafting functional and high-quality shoes since its inception in 1992. However, the past ten years have been an exceptional success for the brand, as it has transitioned from being a niche brand in the Japanese market to being globally recognized.

To honor their history and identity, Diemme has collaborated with Moon International, their Danish friends, to create a book called „Diemme.30. YRS.“ The book is divided into three volumes and captures Diemme’s

journey through photography, from Asolo, Italy to Oslo, Norway. The Archivio section features their campaigns over the years, culminating in a

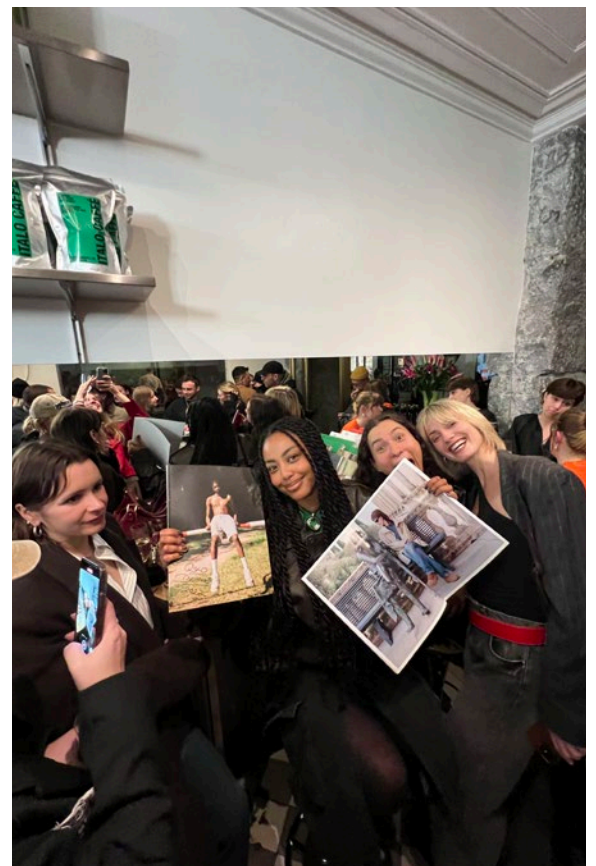
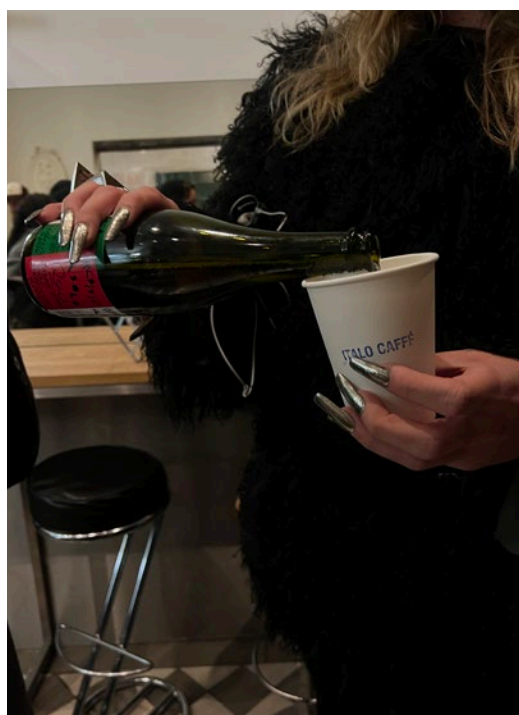
union of the past, present, and future.

To celebrate the release of the book, Diemme organized a small launch event during Copenhagen Fashion Week, where they served their own „Diemme 30.yrs.“ prosecco and delicious pasta in true Italian style at Italo Caffé.

But that wasn’t all! Diemme also held an event at 10 Corso Como in Mi-

DIEMME

YEARS ANNIVERSARY



lan, where they showcased some of their greatest collaborations throughout the years, in addition to their exclusive collaboration with 10 Corso Como.

The „Diemme.30.yrs“ book was also first launched at this venue.

Diemme's inspiration comes from the heritage of hiking boots made for centuries in the spectacular Dolomite mountains in Italy. The brand's designs build on those traditions, using the finest materials and techniques to make hiking boots and sneakers that go the distance on mountain ter-

rains or pounding city sidewalks. All of their products are made under one roof at their family factory in Onè di Fonte, Veneto, a small town in northeastern Italy. Each Diemme pair is hand-crafted by expert workers producing limited production runs of high-quality artisan products. No wonder Diemme is sold by some of the world's most esteemed retailers.



Order the Diemme 30 years book on the Diemme website.

NEW CHAPTER

THE CHRISTIAN WIJNANTS BERLIN STORE

Text by MELA BAUER, photography by BENJAMIN HÖHNER

A new venture is always a cause for celebration, especially when two forces join together! Last autumn, Christian Wijnants opened its first store outside of Belgium, and Melagence was thrilled to be part of this project.

It was a family affair!

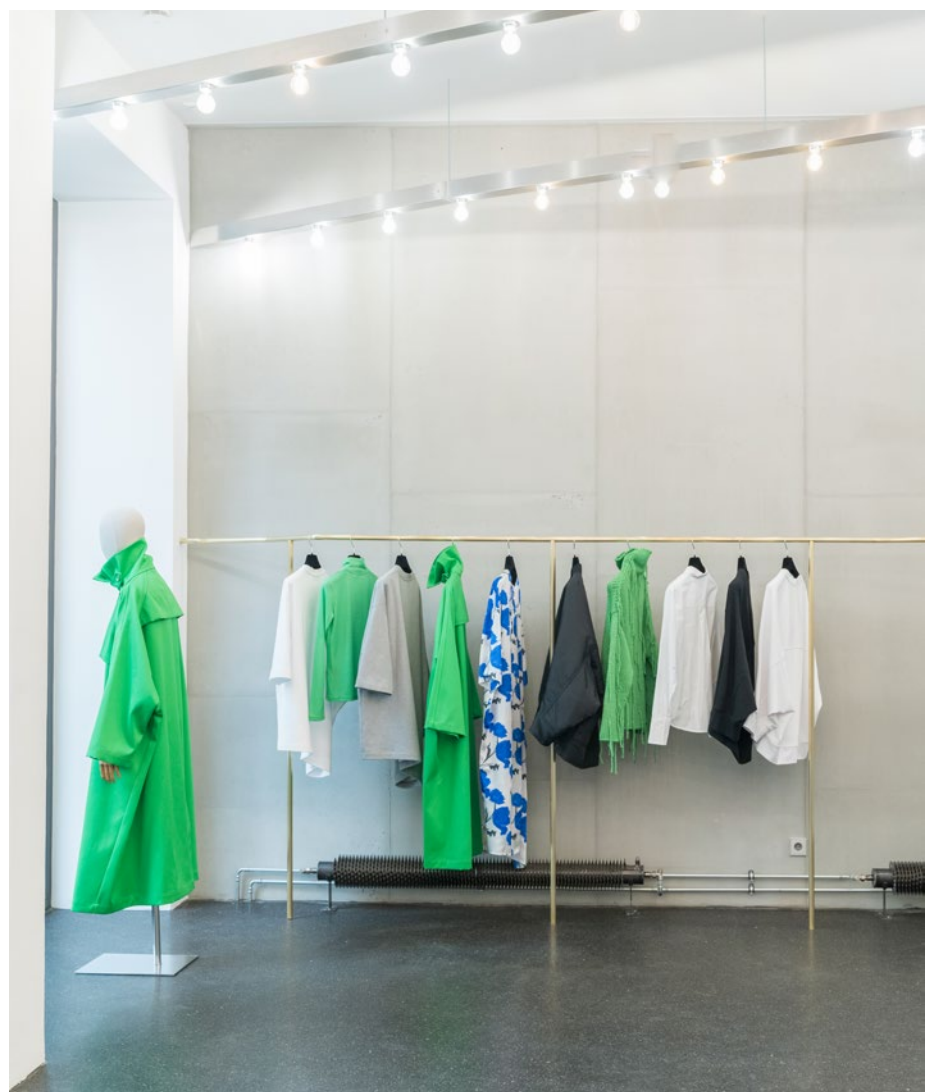
Finding a new home for the beautiful pieces of one of Melagence's first brands was a matter of the heart. The store on Potsdamer Strasse is rented out by property developers that have been hosting the Melagence offices and showrooms for many years.

The stunning new store, located in the bustling Berlin neighborhood of Potsdamer Strasse, was designed by Berlin-based architects and friends of Melagence, AAS Gonzalez Haase. The 100 sqm store features split-level spaces showcasing Wijnants' women's wear collections and his latest line of accessories.

The design concept of the retail space is an innovative combination of new elements within the existing structure and materials e.g. the brass counter that was part of the former coffee place.

The use of silver wall cladding creates multiple light reflections, playing with endless views through fully mirrored walls. The hand-curved brass hanging bars, which give a human scale and a poetic approach to Christian's signature collections, add a touch of sophistication to the store.

The dressing rooms are a luxurious blend of plush, pistachio-colored carpeting and silver curtains, while brass elements fuse the walls in lush Gia Ponti green. The two areas are connected through stairs, sharing a common ceiling height, with only the floor level changing. To unify the different levels, AAS designed an overarching lighting system that both connects and opens up the space. The diagonal light lines alternate between warm and cold, depending on the area they are in.



It was great to witness the birth of this new project and to see how it will continue to flourish in the decades to come through the strong and successful partnership between Christian Wijnants and Melagence.

Come visit the store on Potsdamer Str. 91 when in Berlin!



Do you want to know more about the store? Read the article on our website.





Kathi wears Shiny Longsleeve by House of Dagmar and jewelry by Vieri

CELEBRATION?

Intro by CHAT GPT, photography by BENJAMIN HÖHNER

Celebration is an expression of joy, gratitude, and appreciation. It is a way of recognizing and honoring the moments and milestones that bring us closer to our goals and dreams. Celebrating allows us to feel connected to each other and the world around us, as we share in the collective experience of life's triumphs and challenges. Ultimately, celebration is a reminder that even in the darkest of times, there is always something to be thankful for and something to look forward to.



Mela wears Giacca Teresina by Barena Venezia, Corsina vacchetta bag by ATP
Atelier and jewelry by Vieri



Mela wears Chemise blouse by Roseanna and cielo jewelry by Vieri




Lara and Mela wear Giacca Teresina by Barena Venezia and jewelry by Vieri



Lara wears Giacca Teresina by Barena Venezia and jewelry by Vieri



Monika wears Camicia Cassandra, Kathi wears Camicia Graziella both by Barena Venezia



Monika wears Camicia Cordelia shirt by Barena Venezia, A-lined silk skirt by House of Dagmar and jewelry by Vieri



Lara wears Darda Lany overshirt and Conta Ottone Cocco by Barena
Venezia and jewelry by Vieri



Monika wears Bernarda Pura shirt by Barena Venezia, jewelry by Vieri and Masicelle
Baby Blue Bag by ATP Atelier



Monica wears Camicia Cassandra shirt and Gonna Moira skirt both by Barena Venezia, and jewelry by Vieri



Mela wears Siracusa dress by Lutz Huelle and Costanza feathers/vacchetta
sandals by ATP Atelier

NEW BEGINNINGS

MELAGENCE MOVED INTO A NEW SPACE

Text by MELA BAUER, photography by BENJAMIN HÖHNER



Wow, what a journey it has been! From discovering this beautiful gem in the heart of Berlin to hosting our very first Melabrations Aperero during Berlin Fashion Week, it has been an incredible ride.

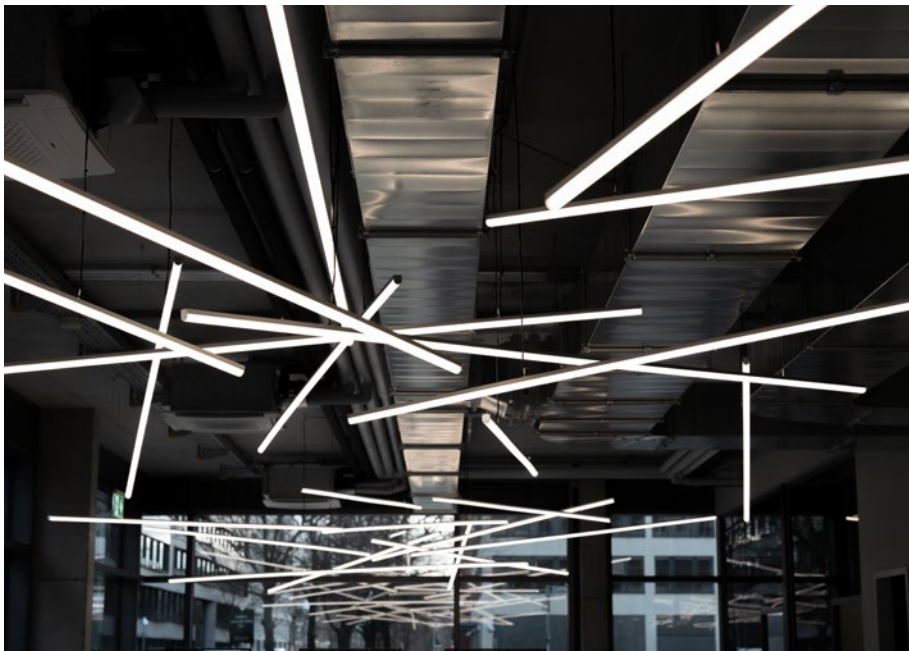
Our new Melagence HQ is the perfect space to house our growing team and showcase our beloved brands.

When we were looking for a new space, we had a clear idea of what our new Melagence HQ should function and look like. We wanted a showroom with lots of natural light, high ceilings, and a cozy yet cool atmosphere. We also wanted to create areas where our team members could

concentrate and focus on their work.

The new office has exceeded our expectations, with its spacious and bright interior, modern design, and comfortable workspaces. We are particularly proud of our new showroom, where we can display our brands and host events for clients and partners.

We look forward to many more exciting events and collaborations in the future, as we continue to grow and evolve as a company.



STYLO

FIND OUT WHAT THIS YEAR WILL BRING AND

Aquarius (Jan 20 - Feb 18):

You are feeling bold and daring this year, Aquarius. Your fashion choices reflect your desire to try something new and make a statement. To help you achieve your goals, we recommend Anne Vest's upcycled shearling outerwear, which offers a mix of sophistication and edge.



Pisces (Feb 19 - March 20):

As a Pisces, you are sensitive, intuitive, and drawn to the abstract. Your fashion choices align with your introspective and imaginative nature. To satisfy your desire for purposeful and innovative fashion, we recommend Veilance, with its minimalist, detail-oriented approach to design and focus on climate control solutions.



Aries (March 21 - April 19):

This year, Aries will be all about feeling empowered and confident through bright colors, bold cuts, and taking risks in their fashion choices. To reflect your confident and dynamic personality, we recommend 320DTLA, which offers a perfect blend of performance and comfort for your active lifestyle.



Taurus (April 20 - May 20):

Taurus will be focused on comfort and luxury this year, gravitating towards luxurious fabrics, elegant cuts, and timeless styles. To feel good and be confident in their look, we recommend ATP Atelier, from the Melagence portfolio, which offers comfortable, high-quality pieces that exude luxury and sophistication.

Libra (September 23 - October 22):

This year will be about romantic and dreamy styles. To add some whimsy to your life, we recommend Diemme's high-end collection, which offers a way to add magic to your everyday.

Scorpio (October 23 - November 21):

As a Scorpio, you are known for your mysterious and intense nature. To align with these qualities, we recommend House of Dagmar, with its commitment to sustainability and quality. Their focus on long-lasting and environmentally conscious designs will appeal to your desire for timeless, impactful fashion choices.

SCOPE

WHICH BRAND WOULD SUIT YOU THE BEST

Sagittarius (November 22 - December 21):

As a Sagittarius, you are adventurous and always seeking new experiences. Christian Wijnants' modern luxury and innovative designer clothing embody your love for life and sense of individuality. The brand's values of fluid dressing with a feminine and poetic approach will give you the freedom to express your individuality and creativity.

Capricorn (December 22 - January 19):

You are known for your practicality, attention to detail, and focus on quality, Capricorn. Roseanna's commitment to beautiful fabrications, high standards, and transparency align with these qualities, offering stylish and practical pieces for your wardrobe.

Gemini (May 21 - June 20):

Geminis will have a desire to experiment with new styles and try out different looks this year. To satisfy their need for versatility, we recommend Barena Venezia, from the Melagence portfolio, which offers stylish pieces that can be mixed and matched to create different outfits.



Cancer (June 21 - July 22):

Cancer will be drawn to soft, romantic, and feminine styles this year, incorporating pastel colors and delicate prints into their outfits. To express their nurturing and sensitive side through their fashion choices, we recommend Lutz Huelle, which offers delicate and romantic pieces that embody Cancer's stylish sensibility.

Leo (July 23 - August 22):

Leos will be focused on making a statement this year, incorporating eye-catching patterns, bold colors, and unique styles into their outfits. To express their confident and playful personality, we recommend Perfect Moment which offers bold and playful pieces that embody Leo's adventurous spirit.

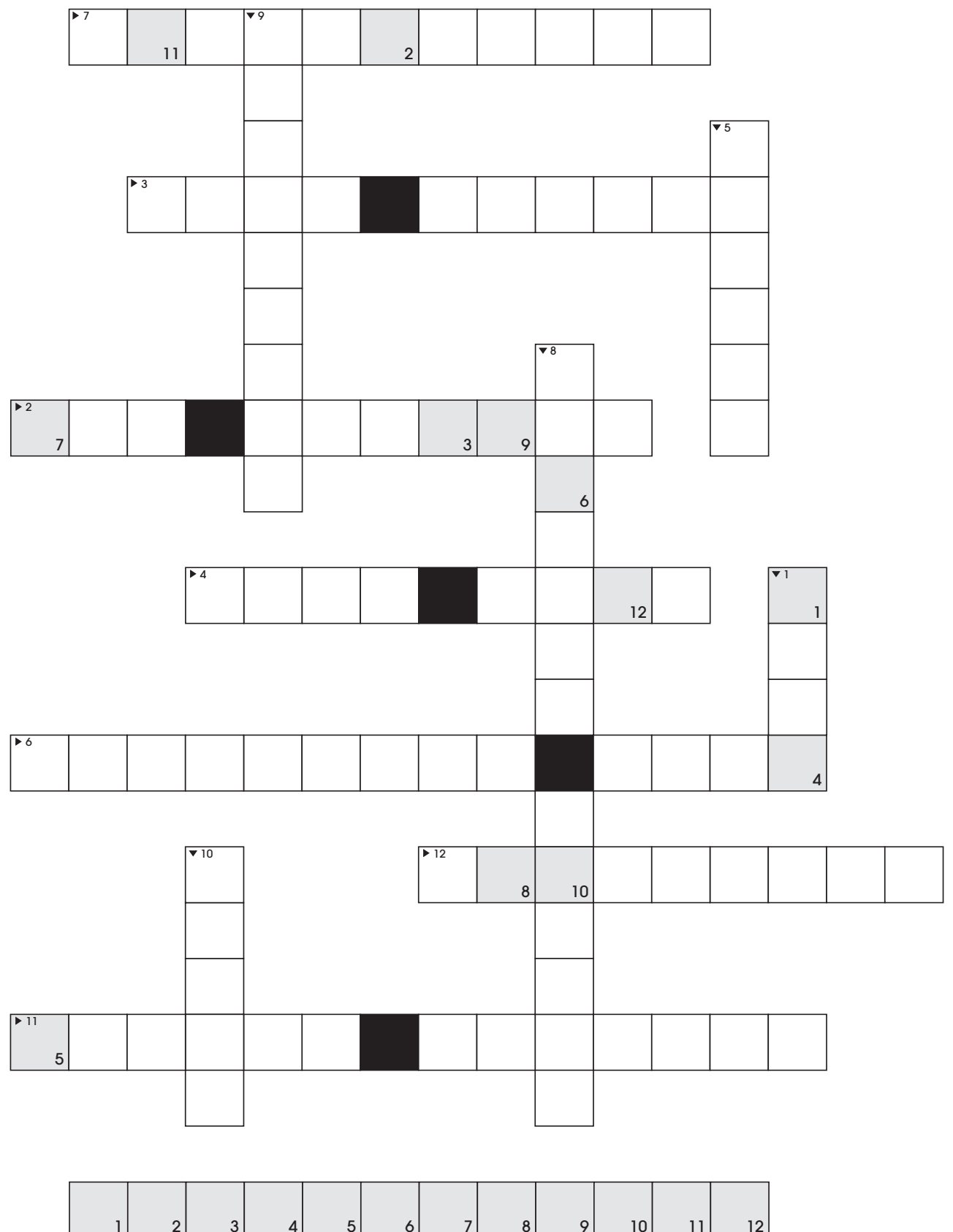
Virgo (August 23 - September 22):

Virgo, you will be feeling practical and organized this year. To streamline your wardrobe and simplify your life, we recommend Cini's genderless coats, which offer simplicity and quality fits.

PUZZLER

DISCOVER IF YOU REALLY KNOW OUR AGENCY AND
WIN A DAY WITH MELAGENCE IN BERLIN

1. Who founded Melagence?
2. Who is the brand that uses vegetable tanned vacchetta in their bags?
3. Which Melagence designer has an iconic bomber jacket?
4. Which Melagence brand offers lamb-skin outerwear?
5. Where is the new Christian Wijnants store located?
6. Where can you find all lookbooks and images of the new collections?
7. Melagence is celebrating its 10th...
8. What's the name of our favorite ski brand?
9. Where can you watch our Melagence Showroom Hours?
10. A German guest brand we have in our Paris showroom with unique and colorful patterns
11. Which Melagence brand is famous for its tailoring?
12. Which city is House of Dagmar from?



Upload your solution and be the one who wins
the exclusive one day trip with Melagence.

IMPRINT

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