



MARC O'POLO JOURNAL Spring/Summer 2012

Nothing's more important to us than staying true to our soul, our heritage and the values we stand for. We cannot do this by standing still. Only through constant change can we be relevant for the changing times we live in. We're driven by never-ending curiosity and a passion for the new.

Our brand has always stood for a casual and stylish attitude. How we interpret this naturally develops over time. This season, our look is crisper and cleaner, sharper and dressier. It's this kind of change that makes our work continually exciting — exploring new ideas without losing sight of what we stand for.

In this second Marc O'Polo Journal, we share with you some of our passion and curiosity, something of the soul of our brand. Have a pleasant and inspiring read — and enjoy our new collections for spring and summer of 2012!

Werner Böck, CEO of Marc O'Polo

SOURCE OF INSPIRATION Sonia Delaunay

When the artist Sonia Delaunay painted Le Bal Bullier in 1912 she probably didn't think it would be influencing fashion designers 100 years later. The painting features a swirling riot of color inspired by her evenings dancing the tango at Mr Bullier's fashionable Paris nightclub. Delaunay's unique way of using color in her paintings and fabrics has inspired our Spring/Summer 2012 women's collection.



Susanne Schwenger is creative director of the Marc O'Polo women's wear design studio and came across a book of Delaunay's work while browsing in a New York bookshop.

"I had a feeling about what I wanted the summer collection to look like and was thinking about finding new ways to do stripes and mix strong colors. I found a book about Sonia Delaunay in a bookshop, looked at her work and thought 'this is exactly what I am looking for!" she says.

Delaunay was a Russian abstract artist who designed textiles, interiors, costumes and fashion. Throughout her career she used color in exciting

"Although they were created in the 1920s I could take any one of her fabrics and produce them as designs today," says Susanne. The unexpected

Sonia Delaunay was born in 1885 in Gradizhsk, a

small town in Ukraine, then part of the Russian

empire. After moving to Paris to study she began

to mix with other artists and married Robert

Delaunay in 1910. She was innovative and

talented and opened fashion boutiques in Madrid

and Paris. She designed costumes for Serge

color combinations used in her paintings created a powerful effect and were often employed in bold swatches of color, zig zags or stripes. It is Delaunay's stripes that particularly caught Susanne's eye.

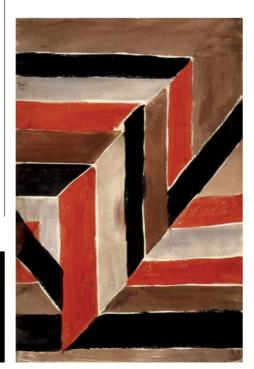
"At Marc O'Polo we have a strong heritage of using stripes and I love to reinterpret the theme. The first thing I did was look at the colors Delaunay used in her paintings. I thought it would be interesting to use those colors in hand painted stripes, printed on to a summer top."

Susanne also took a hint from Delaunay's Bauhaus aesthetic when combining separate pieces in the Marc O'Polo Spring/Summer 2012 collection. "Delaunay often used a background of beige, sandy tones and then put a strong red or a strong blue on it so I had the idea of starting from camel beige and adding red or blue," Susanne explains. "Like beige chinos or a skirt being worn with a bright poppy red colored top. I really wanted to do clear, strong colors. I felt this was very right for the moment."



Diaghilev's Avant-garde Ballets Russes and produced fabrics for the department stores Liberty in London and Metz & Co in Amsterdam Despite her prodigious output, it was not until her husband died in 1941 that she began to concentrate once again on painting and became famous in her own right as an artist.







OPPOSITE PAGE

SONIA DELAUNAY IN HER PARIS STUDIO, 1925

A TOP FROM THE MARC O'POLO SPRING/SUMMER

SET AND COSTUME DESIGN FROM THE FILM "LE P'TIT PARIGOT", 1926

ABSTRACT DIAGONAL COMPOSITION NO 1733, 1925

A LOVER OF FAST CARS, DELAUNAY DESIGNED THE COLORING FOR THIS CITROËN B12 IN 1925

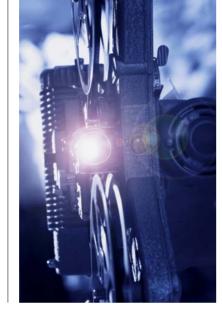
RYTHME COLORÉ OIL ON CANVAS, 1946



BERLIN The best from our store team

The staff of our Friedrichstrasse store in Berlin share the best things to do in their home town. Twenty years after the fall of the Wall, the German capital is a vibrant, unified city and one of the most interesting destinations in Europe. Its multilayered history provides the backdrop for a kaleidoscope of new experiences in gastronomy, culture and fashion. Here are their top picks:





SNEAK PREVIEW AT SONY CENTER

"Me and my boyfriend always go to the Cinestar Sony Center at Potsdamer Platz, where none of the movies are dubbed. Every Thursday night they have a Sneak Preview screening, where you get to see a film that hasn't come out yet. I like to experience new films for myself, before reading the reviews or hearing what all my friends think." Henriette

POTSDAMER STRASSE 4



MARC O'POLO STORE - FRIEDRICHSTRASSE 19



DO YOU READ ME?

"I'm really into street art and music and I do a lot of freestyle biking. There's a magazine store in Mitte that sells alternative fashion and art magazines from around the world, called Do You Read Me? I can browse for hours there, finding photography and articles about all my different interests in one place." Holger

AUGUSTSTRASSE 28



BANANBÈ

"Berlin is so multicultural. I play competitive badminton with a German Indonesian club and I meet so many interesting people. You can explore lots of different customs and cuisines in this city. For example, Babanbè is a new Vietnamese sandwich place near Moritzplatz that brings Asian flavors to the German bread tradition. They also make great coffee."

ORANIENPLATZ 2



"Berlin designer Elisabeth Schott recently opened a beautiful store selling all kinds of special, found and homemade things for the home, called Süper. It's on Planufer, at the border of Kreuzberg and Neukölln and worth the trip just for a walk or bike ride along the beautiful canal there." Hans

PLANUFER 92E

AMORINO GELATO



"I love to show friends from abroad around Berlin. Just recently I took an Australian friend to this amazing ice cream place at Hackescher Markt called Amorino Gelato, where they let you pick as many flavors as you like, wrapping the ice cream around the cone until it looks like a flower." Jens

ORANIENBURGER STRASSE 1



GALLERIES AT CHECKPOINT CHARLIE

"My husband is an artist and we grew up in East Berlin. We love what the city has become. This is a cultural city, transformed by creative people. Just down the street from our store in Friedrichstrasse is the Berlin Gallery District at Checkpoint Charlie, where you can catch the flavor of the art scene in Berlin and from around the world." Claudia



BADESCHIFF

"After work in the summer I like to meet my friends at the Badeschiff. It's a swimming pool in the middle of the River Spree. There's a bar by the pool and you can have a drink whilst looking out at the amazing views of the Osthafen. In the winter it's a sauna." Nadine **EICHENSTRASSE 4**

SPLENDID-DELICATESSEN

"I like to go there for lunch because it's on a quiet side street off Friedrichstrasse, just around the corner from the Marc O'Polo store. The food is healthy updates on German classics, like Maultaschen with salad. The owner, Andreas, is very friendly." Hans

DOROTHEENSTRASSE 37

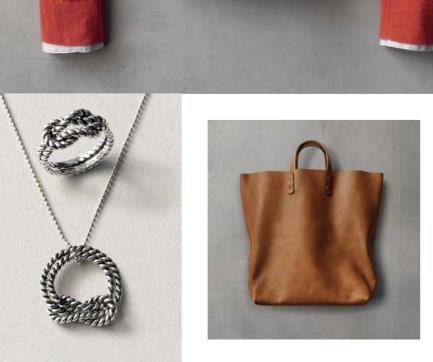


SEASONAL MUST HAVES Still life women













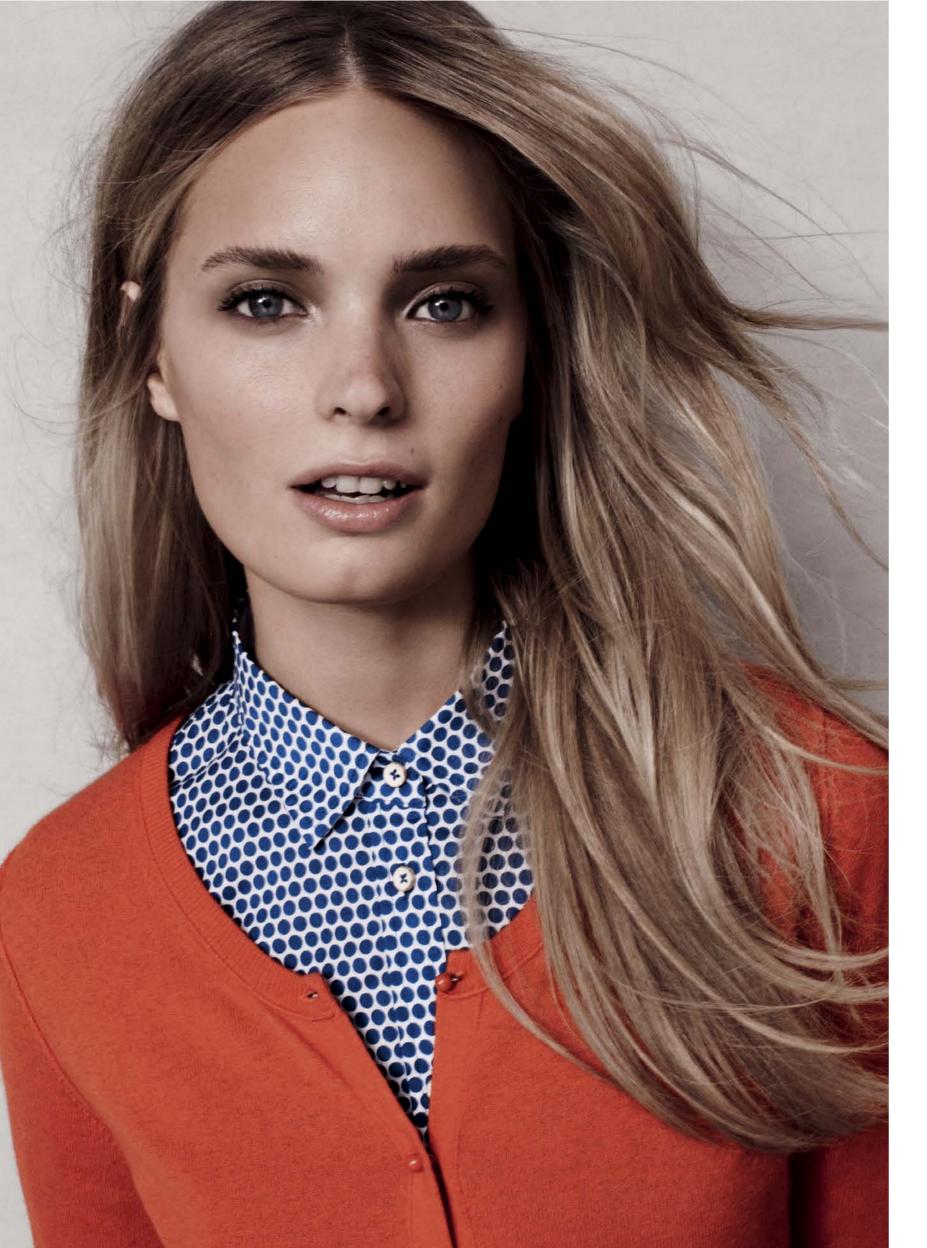












A SHARPER FEMININITY The women's collection

Simple, clean, crisp and sharp. For Spring/Summer 2012 we're going for a casual elegance where great importance is placed on the shape of each individual garment, with only a few additional details. The colors are clear and strong, with lush blues and reds, deliberately combined as a seasonal signature. The waists are higher, accentuating the female figure with a belt, one of the essential accessories of the season. It's a sharp and classic feminine look with a confident attitude of edge in the styling.

OPPOSITE PAGE CARDIGAN 202 5065 61195 BLOUSE 202 1253 42389





OPPOSITE PAGE
CARDIGAN 202 6059 61115
DRESS 202 2011 21083
THIS PAGE

THIS PAGE
JACKET 202 0283 70049
SWEATSHIRT 202 4011 54041
TROUSERS 201 0135 10055
BELT 201 8257 03047
SHOES 21 MW 5261 1 720



RIGHT HERE RIGHT NOW Mattias Karlsson

The man behind the styling of the Marc O'Polo advertising campaign is a charming Swede. Mattias Karlsson started life in the northern Swedish village of Byske but big cities and warmer climes beckoned and he gradually made his way south with stints in Stockholm and London, before arriving in Paris where he now lives. He has a cool temperament but strong ideas and brings a very individual signature to his work. Matthew Warren caught up with him during the Spring/Summer 2012 campaign shoot in Paris.

Matthew Warren: This is not the first time you've worked with Marc O'Polo. How do you like the collection this season?

Mattias Karlsson: This is a great collection! Classic yet personal. Marc O'Polo has a certain northern European style; clean, functional and modern.

MW: What's new this season?

MK: It's a bit more dressed up, which has been fun to do.

MW: How does it work when you're styling a shoot like this?

MK: First, way before the shoot, I pull out what I really like and we try it on models until I'm happy. Then we re-do it and re-do it until I'm superhappy. We keep on changing things even when we're shooting. It's great though and I get to know the collection inside out.

MW: Any favorite pieces this season? MK: There's a great blazer for men and a lovely trench coat for women. Fantastic knitwear too.

MW: How would you recommend styling those?

MK: Mix the trench coat with a flower print dress or a men's shirt. For the blazer I think guys should be creative and personal. Put it together with your favorite jeans or chinos. My view of this season is that there's no right or wrong. Mix new and vintage, sport and luxury, classic and casual. There are so many styles around; sportswear, 1950s silhouettes, playful prints and bold colors. Have fun!

MW: How did you get into the styling game?

MK: Well, I went to art school so I didn't expect to do this. But I was always reading magazines like I.D. and The Face and was interested in the styling. Then, after art school, I started assisting an English stylist in Stockholm and when she moved back

to London I followed along. I got established by myself after a while. I got to know the people at Dazed and Confused and became part of that family. From there, I slowly started doing my own thing.

MW: Who have been your inspirations?

MK: I love Grace Coddington at Vogue. She's amazing. Fashion is all about youth and trends, but she's 70 and she's still doing it better than anyone else.

MW: And how do you stay inspired?

MK: I love going to bookshops, particularly for photography, like Comptoir de l'Image in Paris. I've also just got a box set of Ingmar Bergman films and am working my way through those.

MW: How about if you were the fashion police. What would you kill off? MK: Oh, I don't believe in the fashion police. Even if someone wears something bad, it can always lead to something interesting. I prefer that. Maybe everyone dressing the same is what I'd kill off.



OPPOSITE PAGE
MATTIAS KARLSSON

THIS PAGE
ON SET WITH KIRSTEN OWEN
COMPTOIR DE L'IMAGE,
44 RUE DE SÉVIGNÉ 3RD ARR. PARIS

"I don't believe in the fashion police... everyone dressing the same is what I'd kill off."



LIKE FATHER LIKE SON Marlon Richards

Graphic designer, photographer and gallery curator, Marlon Richards likes to keep busy. As one of the personalities of our Spring/Summer 2012 advertising campaign, he sat down after the photo shoot to tell us what he's up to.

"I've been running a music festival based on surrealist art in the south of England" he says, relaxing in the lobby of our hotel in Paris after a day on his feet in front of the camera. "Adam Ant played. He was great." Anything else in the pipeline? "I'm also working on a children's book based on musical mythology. It's about the blues musician Robert Johnson who supposedly sold his soul to the devil. Whether it's true or not, it makes a great story and the illustrated children's form



could be quite interesting." All this creative energy shouldn't come as a surprise; it's in the genes. His father is the renowned guitarist Keith Richards of the Rolling Stones. How has the photo shoot today been? "It's been really good fun" he says. "There's a preciseness of cut about the Marc O'Polo collection that appeals to me." Favorite pieces in the collection? "I loved the shoes and the Breton jumper." When it comes to clothes, he definitely knows what he likes. "I have a real obsession with corduroy, verging on the deranged," he chuckles, confessing to owning "about 90 pairs of cords." He was even instrumental in setting up a clothing line himself a few years ago. "It was hip hop clothing for English toffs", he says with a big laugh. What's next on the day's agenda? "Eating some Japanese food. The sushi in Paris is superior, almost as good as New York."



MARLON RICHARDS ON SET IN PARIS KEITH RICHARDS IN CONCERT, 1979

10 PIECES Our best

In the hustle of today's ever-changing world, what never goes out of style is style itself. Our designers have taken this to heart and developed a ten piece capsule collection that seamlessly blends into our existing wardrobe to add that cosy chic we all dream about. These limited items are crafted from some of the world's finest fabrics in true Marc O'Polo fashion. Authentic yet contemporary, the 10 Pieces collection transports you directly into the heart and home of Marc O'Polo.

PS. For those of you with attention to detail: yes — you actually see twelve pieces. We fell so much in love with all these items that we couldn't cut it down to ten! The collection is available in selected Marc O'Polo stores for a limited period. 10 Pieces for 10 days.

Find participating stores and dates on www.marc-o-polo.com



WE LIKE Our current favourites

Our passion for exploring the five corners of the world brings us inspiration in many shapes and forms. Check out these spots in Venice, Copenhagen, New York and the Seto Inland Sea of Japan to find remarkable creativity.



NORDIC PAVILION FOR THE BIENNALE, VENICE ITALY

Enjoy the masters of modern architecture and a flow of new artists. The responsibility for each exhibition alternates between the collaborating countries and becomes a new journey framed by the architectural experience that is the pavilion itself. The Nordic pavilion for the Venice biennale was first designed in 1958 and the cooperation between Finland, Norway and Sweden at the Biennale has continued ever since.

NAOSHIMA ISLAND, JAPAN

This is where we're going next. Located in the Seto Inland Sea of Japan, this beautiful island is full of modern art museums and exhibitions to explore, the most famous one being the Benesse House complex. The landscape and stunning views of the sea form a beautiful backdrop to some truly great and interesting installations. Add the joy of the meticulous service level and great food that Japan offers and this becomes the place to recharge and get inspired. Photo by Fujitsuka Mitsumasa.



PLAYTYPE CONCEPT STORE, COPENHAGEN DENMARK

If you're mad about typography this is the place for you. The store was created as a place to provide a street level entry to typography and sells a variety of experimental products based on type. It's a place where its owners share their passion with the general public and where designers can experiment with their craft outside of the studio. Aside from type, the store continuously features new editions, events and products created by friends and colleagues in the design and art world.





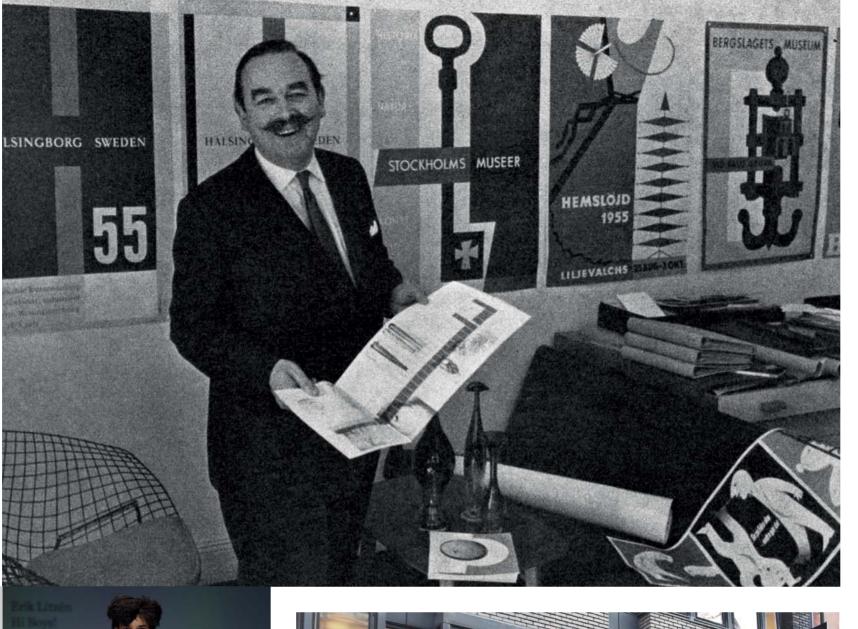
KIOSK STORE, NYC USA

Don't let the tiny dimensions of this SoHo shop fool you into thinking that it has a limited offer. The small store offers a select range of products from all over the world in an exhibition format. Everything is sourced during the owners' travels; they build their collections while away and then feature their finds in the store for four to six months.

"You can do anything you want as long as the school doesn't burn down."

NUNNIE BECKMAN
CO-FOUNDER OF BECKMANS COLLEGE OF DESIGN









OPPOSITE PAGE STUDENTS' CREATIONS PHOTOGRAPHED BY KRISTIAN LÖVENBORG, SIMON MADDOCK AND MARTIN VALLIN

SCHOOL CO-FOUNDER ANDERS
BECKMAN. PHOTO LENNART NILSSON

THE SCHOOL IS CENTRALLY LOCATED IN BRAHEGATAN IN STOCKHOLM

THIS PAGE
PRINCIPAL TOM HEDQVIST
PHOTO OSKAR FINARSEN

UNLIMITED CREATIVITY Beckmans College of Design

It's fascinating when you think about how many of Sweden's most gifted and colourful creatives of every kind actually have one thing in common - they all got their basic creative training at Beckmans College of Design in the Östermalm district in central Stockholm.

Founded in 1939 in Stockholm, the hometown of Marc O'Polo, by legendary Swedish visual artist Anders Beckman and textile designer Göta Trädgårdh, Beckmans College of Design has built a strong reputation as one of the world's most exciting learning institutions in fashion, visual communication, product and interior design. The school's philosophy is that students should explore the boundaries of their imaginations while still in school, as there will be plenty of time for commercial reality once they've embarked on their careers. The teachers all maintain their own active professional work besides teaching — a rule stipulated by founders Beckman and Trädgårdh. Beckmans College of Design is privately owned and operated and shareholders include a number of design-intensive Swedish brands such as H&M, IKEA. Svenskt Tenn and Marc O'Polo. The founders of Marc O'Polo all had relations with Beckmans. The school's principal, celebrated graphic designer Tom Hedgvist, actually created the famous strawberry used in one of the first campaigns for Marc O'Polo in the



1960s. "With our long background with Beckmans, and the school's international acclaim for cutting edge creativity, it feels good to engage in this our first major collaboration," says Andreas Baumgärtner, COO of Marc O'Polo. "We see it as an investment in the future both for the school and for our brand."

THE URBAN OUTDOOR JACKET

— A CREATIVE COLLABORATION BETWEEN MARC 0'POLO AND BECKMANS COLLEGE OF DESIGN

Students in the second year fashion course at Beckmans College of Design were commissioned first to sketch a mini outdoor collection, then design a prototype for an urban outdoor jacket. The project is intense, spanning just a few weeks, including two work-shops with a Marc O'Polo design team. A jury made up of representatives from Beckmans, Marc O'Polo and other fashion professionals picks the winner whose jacket is put into production by Marc O'Polo. The jacket will be launched in selected stores worldwide in the fall of 2012. In addition, the lucky winner is invited to internships at the Marc O'Polo offices in Munich

and Hong Kong. "It's a fun and inspiring project, and it's also a big challenge with the commercial pressure added," says student Fiffi Wilton." Marc O'Polo expects something quite trendy and edgy but still wearable from us. In Stockholm we're good at dressing in layers for the cold seasons in a very updated and trend-conscious way. The silhouette I'm working on is slim and thin — not sexy, but more androgynous. It's interesting to interpret the Marc O'Polo brand with our own attitude." Look out for the winner in the fall of 2012 — and follow the exciting Beckmans College of Design collaboration on marc-o-polo.com!

SEASONAL MUST HAVES The saviours of the season































GET SMART, STAY CASUAL The men's collection

This season our vision of casual is more polished, though still with a sporty and easy edge. The fits are slimmer and more finely tailored, showing a sharp touch of elegance and a silhouette with a contemporary urban swagger. The accent colors of the season are clear and bright — a wide range of blue, green, red and yellow. We like to see our men make statements by adding more color in their looks for a smarter, updated kind of urban casual.

OPPOSITE PAGE
POLO-SHIRT 223 2030 53130
BELT 221 8312 03014
TROUSERS 223 0154 11002
WEFKENDER 11328 79000





A DAY IN THE LIFE of a young star

Our philosophy of using natural materials makes Marc O'Polo clothes great for kids. We take it as a compliment that our garments become instant favorites amongst our pickiest customers. Two of the young stars from our Spring/Summer 2012 advertising campaign share their views with us on being at a photo shoot and other good things in life.





Julianna Smyth, Age 8

Marc O'Polo: What do you like the most about being a model?

- J: It's fun to travel to new cities and make new friends. *MO'P: Is there anything you don't like about being a model?*
- J: The shoes are often too big. And also the stylist today is extremely fussy. I call him Mr Fusspot. But I think I look pretty when he's done!
- MO'P: Apart from being a model what do you like doing? J: I love roller coasters. My favorite place in Stockholm is Gröna Lund! (editor's note: amusement park on the Djurgården island in central Stockholm)
- MO'P: You were smiling during the shoot, what were you thinking about?
- J: I was kind of wondering why they do all this.



MARC O'POLO JUNIOR SPRING/SUMMER 2012



Ottar Sundgren, Age 8

Marc O'Polo Journal: How has your day been so far?
O: Great. I went to school and played soccer with my
friends before it was time to go to the photo shoot. And I'm
seeing my friends again after the shoot. The bad thing
about being a model is that it takes the entire afternoon!
MO'P: What's the best part?

O: All the snacks. And, oh yes the money. (Big laugh) *MO'P: What are you going to do with the money?*O: Either I will buy a hotel or a nursing home. You see, I want to help older people find a nice place to live. *MO'P: What are you up to when you're not at school or being a model?*

O: I love dancing hip-hop or playing with my best friend. We love doing practical jokes at home. Mum hasn't even discovered them all yet.

SOMETHING NEW Something old



YELLOW POLO-SHIRT 912491 BLUE POLO-SHIRT 912468 SCARF 995194 DRESS 936229 TROUSERS 982258

BICYCLE: ELECTRA BICYCLE COMPANY TEDDYBEAR: MINT MUSEUM OF TOYS COWBOY HAT AND ROLLERSKATES: STYLIST'S OWN





NATIONAL AND INTERNATIONAL SHOPS

GERMANY

Berlin

Airport Berlin Tegel, Gate 15 Kurfürstendamm 220 Potsdamer-Platz-Arkaden Upper Eastside, Friedrichstr. 89

Bochum Huestr. 18

Braunschweig

Platz Am Ritterbrunnen 1

Bremen

Sögestr. 62 – 64 Waterfront, Ag-Weser-Str. 3

Cologne Apostelnstr. 5 Schildergasse 75

Dortmund

Thier-Galerie, Westenhellweg 102-106

Dresden

Centrum-Galerie, Prager Str. 15

Airport, Airport Arkaden, Terminal Ring 1 Breidenbacher Hof, Königsallee 11

Erfurt

Anger 63 – 77

Frankfurt

Airport, Terminal 1, Shopping Blvd Steinweg 9

Freiburg

Kaiser-Joseph-Str. 242

Alster-Einkaufszentrum, Heegbarg 31 Elbe-Einkaufszentrum, Osdorfer Landstr. 131 Eppendorfer Baum 6 (Women) Gerhofstr. 18 Levantehaus, Mönckebergstr. 7 Shopping-Center Hamburger Meile, Hamburger Str. 27

Hannover

Ernst-August-Galerie, Ernst-August-Platz 2 Karmarschstr. 20

Heidelberg

Hauptstr. 90

Kassel

Obere Königsstr. 39

Kiel

Kehdenstr. 2 – 10

Mädler-Passage, Grimmaische Str. 2 – 4 Nova Eventis, Am Einkaufszentrum

Ludwigsburg

Breuningerland (Women), Heinkelstr. 11

Lübeck Königstr. 106 / 108

Magdeburg

Allee-Center, Ernst-Reuter-Allee 11 (Women)

Munich

5 Höfe, Theatinerstr. 11 Airport, Terminal 1, Central Area, Level 3 Hohenzollernstr. 15 (Men) Pep, Ollenhauerstr. 6 Wilhelmstr. 13 (Women)

Sulzbach

Main-Taunus-Zentrum

Wiesbaden

Luisen Forum, Kirchgasse 6

Wuppertal City Arkaden, Alte Freiheit 9

Würzburg

Schönbornstr. 7

BELGIUM

Antwerp

Huidevetterstraat 37

Ghent

Volderstraat 70

DENMARK

CopenhagenPilestraede 30A & 30B

NORWAY

Oslo

Øvre Slottsgate 27

POLAND

Warsaw

Galeria Mokotow, UI. Woloska 12

Katowice

Silesia City Center, ul. Chorzowska 109a

Nowy Stary Browar, 42 Półwiejska Street

SWEDEN

Gothenburg

Korsgatan 20

NK, Drottninggatan 39 (Women)

Helsingborg

Kullagatan 29

Nacka

Forum Nacka, Forumvägen 12

Sollentuna

Sollentunavägen 165 D, Sollentuna Center

Stockholm

Biblioteksgatan 11 NK, Hamngatan 18 – 20

Marc O'Polo E-Shops www.marc-o-polo.at www.marc-o-polo.ch www.marc-o-polo.de www.marc-o-polo.nl

www.marc-o-polo.se

Visit our store finder at www.marc-o-polo.com