



MARC O'POLO JOURNAL  
*Fall/Winter 2012*



Marc O'Polo

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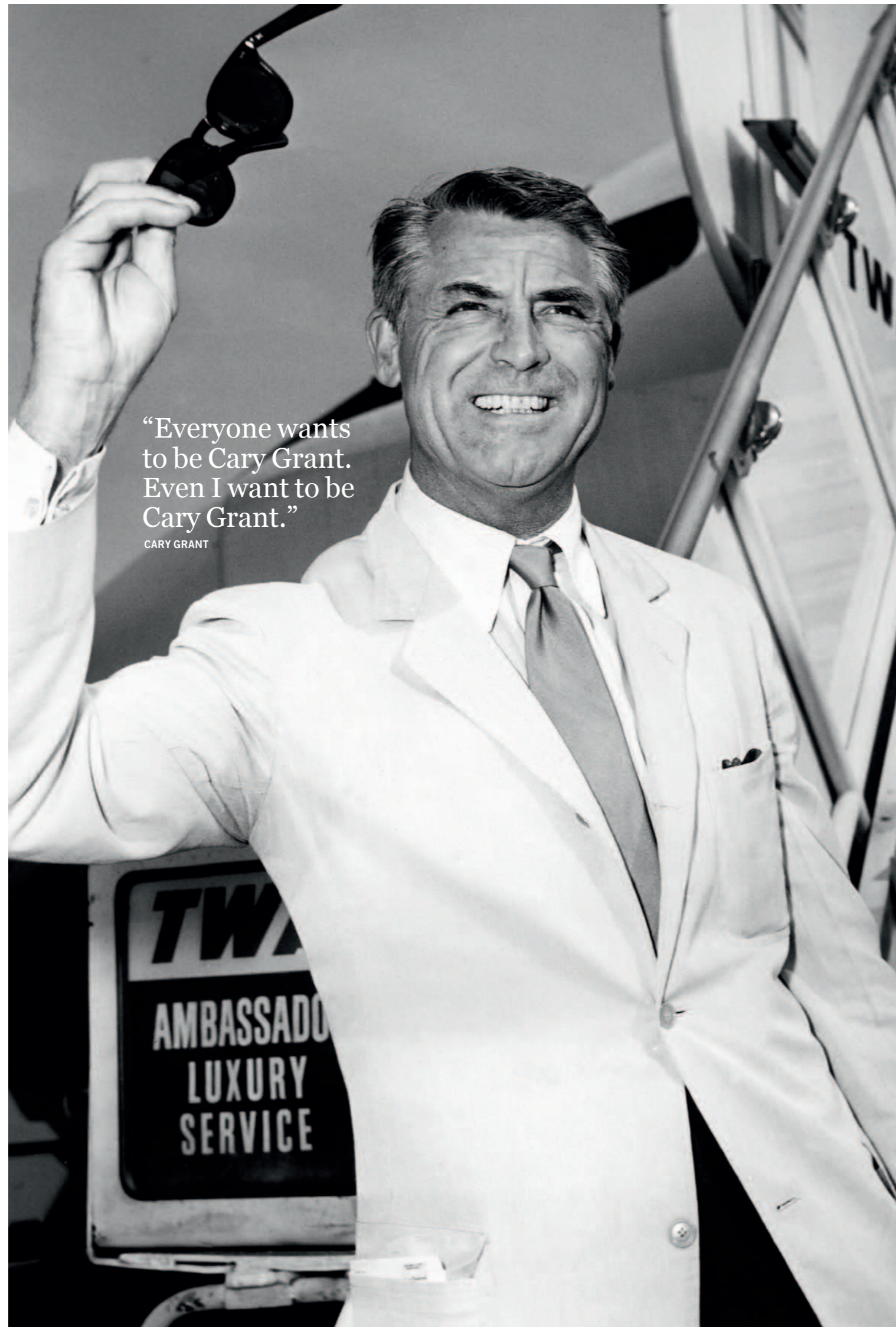


# MARC O'POLO JOURNAL

*Fall/Winter 2012*

*I'm excited about the way contemporary urban life is becoming smarter and more conscious. We enjoy all the pleasures, the energy and dynamics of the modern city, taking advantage of its every opportunity – without ever forgetting our responsibility, respect and love of nature. We cross the boundaries between work and leisure, between indoors and outdoors. This season the look of Marc O'Polo is smart and city chic and mixes contemporary formal elegance with casual elements for a fresh personal look. Our commitment to a modern casual style remains true. So does our devotion to timeless, durable quality. How we define this, however, is forever in flux, changing and evolving with the demands and possibilities of the times. Welcome to a new inspiring season with Marc O'Polo!*

*Werner Böck, CEO of Marc O'Polo*



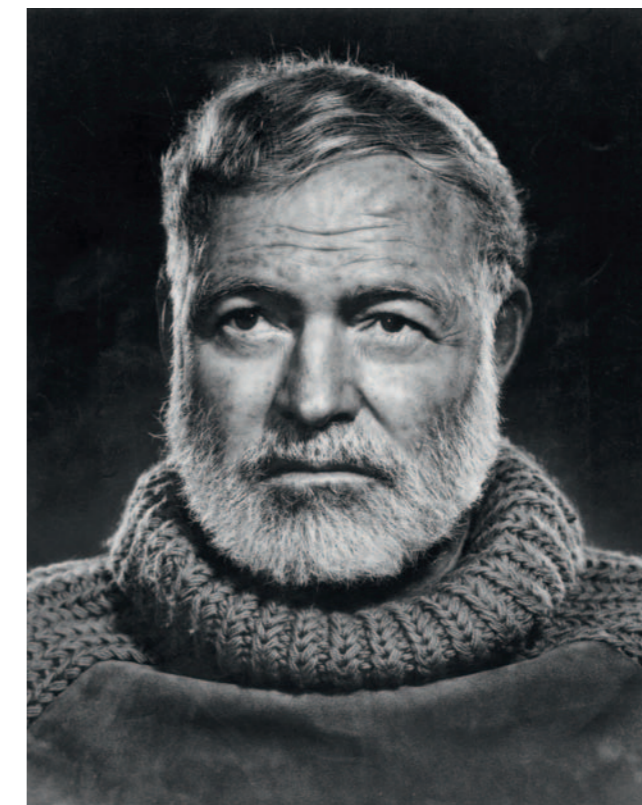
“Everyone wants to be Cary Grant. Even I want to be Cary Grant.”

CARY GRANT

# TWO SIDES TO THE SAME MAN

*Style icons*

*Inspiration for this season's Marc O'Polo menswear comes from two men with very different styles, the actor Cary Grant and the writer Ernest Hemingway. For us at Marc O'Polo it was exciting to look at both of these personalities and the way they dressed when creating our Fall/Winter collection. We asked ourselves: Can one man be both Grant and Hemingway?*



At first glance, Cary Grant and Ernest Hemingway may seem unlikely sartorial cousins. Grant was known for a detailed and polished style that was timelessly elegant. Hemingway was more at home in relaxed and rugged clothes that could cope with any extreme. But we don't want to have to choose one or the other.

As well as writing novels, Ernest Hemingway was known for his work as a war reporter, sending dispatches from the front-line in the Spanish civil war in 1937 and the liberation of Paris in 1944. When it came to what he wore, Hemingway was a man for whom form followed function. He chose clothes that could adapt to the way he lived his life, whether reporting from a war zone, writing in his Key West home or traveling on safari round Africa. Khakis, t-shirts and a rough jacket were all staples of the Hemingway wardrobe. The Hemingway style was uncomplicated and rugged.

Cary Grant also kept things simple, but his look was far more elegant and tailored. The English-born actor was the epitome

of the classic movie star, cultivating a personal style that was as legendary as his films. He was well aware of his public appearance and famously quipped “Everyone wants to be Cary Grant. Even I want to be Cary Grant” when asked what it was like to be him. A fan of Savile Row tailoring, he favored monochromatic colors. His signature look was a plain white shirt, sober tie and a simple blue or grey suit. His attention to detail was well-known and he would wear his jacket sleeves high to expose around two centimeters of shirt cuff.

We've taken a cue from both these men. The Fall/Winter men's collection moves from Grant-style elegantly cut jackets and shirts to a selection of sweaters and knitwear that we think would win the approval of the great writer. Grant's natural elegance and Hemingway's rugged style reflected two ways that most men like to dress. So yes, now you can be both.

THIS PAGE  
ERNEST HEMINGWAY, 1957

OPPOSITE PAGE  
CARY GRANT, 1960

# ANTWERP

## The best from our store team

Antwerp is a must-go to get some creative inspiration. Its charming and intimate size makes it the perfect place to shop, dine and go out all day and night long. The Scheldt river gives Antwerp that extra “je ne sais quoi”. The Marc O’Polo Store team in Antwerp clearly love their city and reveal what places shouldn’t be missed.



MARC O'POLO STORE, HUIDEVETTERSSTRAAT, ANTWERP



### BRUNCH AT THE BOURLA

“This is a beautiful theater with a remarkable round shape and the décor inside is amazing. It was almost demolished in the 1980s to build a parking lot, but fortunately that didn’t happen in the end! If you don’t go for a performance you can still have a leisurely Saturday and Sunday brunch in “De Foyer”, the restaurant of the Bourla. It’s a great place to meet friends.” *Michaëla*

KOMEDIEPLAATS 18

### THE MAJESTIC MAS MUSEUM

“The new Maritime Museum in the dock area of the city is very well done and connects us with the historic importance of the port. On top of the museum the two-star Michelin restaurant “t Zilte” is a must-try. I had the seven-course menu, which completely blew me away. A fun fact is that when you look at the square in front of the building from the top floor of the MAS, you see the shape of a head. It’s a design by the artist Luc Tuymans and it’s called Dead Skull.” *Kathy*

HANZESTEDENPLAATS 1



### JAZZY TUNES AT THE HOPPER

“The Hopper is a café and bar that attracts a very arty clientele with famous actors, musicians and artists so it’s always fun to people watch there. We Belgians love the sun so when the weather is good Antwerpenaars get out and chat and read a book on a terrace. I also go there on Thursday nights or Sundays when the bar comes alive and there are jazz concerts and cool jam sessions.” *Kathy*

LEOPOLD DE WAELESTRAAT 2

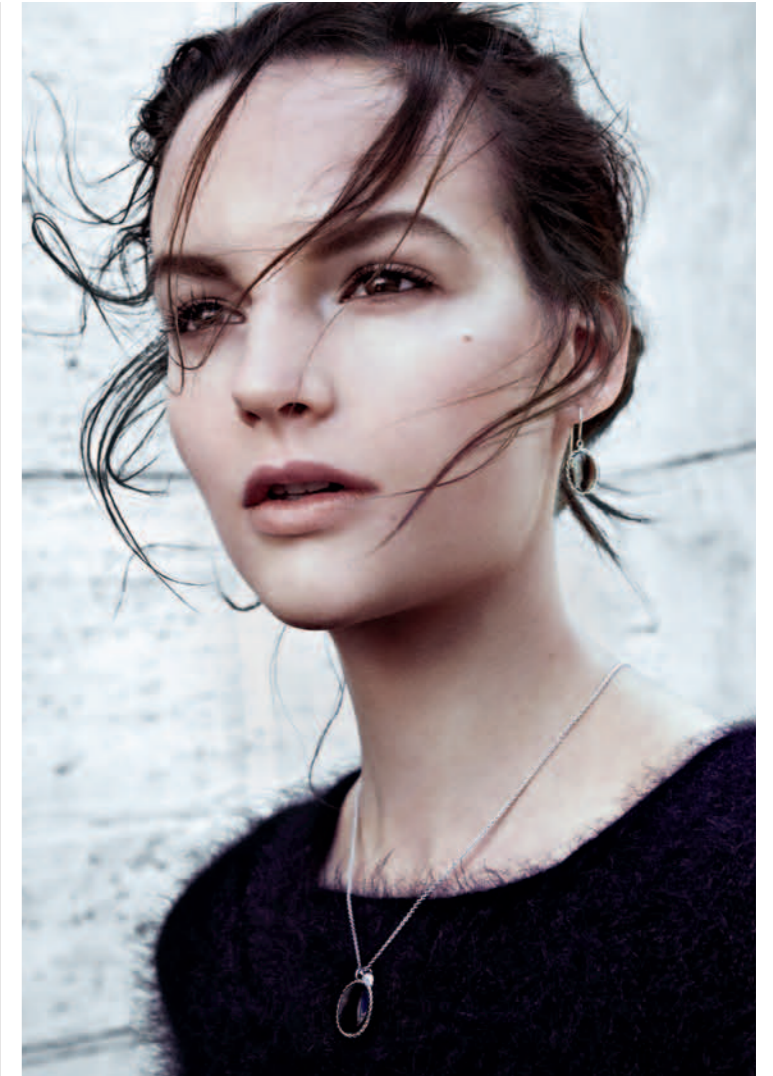


### REAL DESIGN AT MICHAEL MARCY

“This store for iconic vintage design is one of those places where I come to enjoy the looks and aesthetics of one specific design piece. The owner is very knowledgeable and charismatic and brings in true collectors’ items. Sometimes you get stuck looking for hours at a single design. Amazing. The shop is located in the Kloosterstraat, known for its design and antique shops.”

*Eveline*

KLOOSTERSTRAAT 42



## STONES ARE FOREVER

Until the early 19th century, a very special kind of quartz was found in German caves. It had the brightness and transparency of a crystal, but a smoky, mysterious shade. The locals of the town of Idar-Oberstein became the world’s finest experts in cutting this gemstone. Today, Marc O’Polo has turned to these skilled men and women to create the jewels for its collection.

“Smoky quartz grows inside the druse, a stone which can be bigger than a man,” explains the team that makes the Marc O’Polo jewelry ideas come true. “It’s something that comes from the earth, that has been inside there for millions of years.” When the stone arrives in the workshop, the artisans cut it into smaller parts, looking for the very heart of it, which carries the best shade and transparency. Once they have found it, they work with diamond-tipped cutting machines that will give the gemstone the perfect shape. For one of the new Marc O’Polo designs the stone is engraved so that a thin silver chain can surround and hold the stone. Only then is it ready to shine on a woman’s neck, so light and transparent it doesn’t seem attached or weighed down. In fact we call this setting “the flying stone”.

# WHAT TO WEAR

*The keys to your winter style*



THIS PAGE  
BAG 11489 9000  
SUNGLASSES 505030  
COAT 208 0017 71071  
LEATHER BELT 208 8065 03219  
HAT 208 8055 01029  
LOAFER 10302301106

OPPOSITE PAGE  
BAG 11450 25000  
SUNGLASSES 506053  
DRESS 207 1007 21227  
CARDIGAN 207 6061 61409  
LEATHER BELT 207 8063 03117  
LACE UP BOOTIE 10146301114  
PUMP 10282101105  
LEATHER BELT 208 8065 03219





# THE WONDERS OF FALL

*Feminine inspiration*

*We've fallen in love with fall again. Our Fall/Winter women's collection is inspired by the feminine elegance of the past, but with a sharp contemporary edge. The silhouettes are slim and elegant. Materials are warm, lush, irresistibly soft and luxurious. We've let our natural wools and cottons be inspired by classic fifties textiles, but using new fibers and techniques for supreme lightness, comfort and durability. In the following pages you will discover rich and saturated colors with succulent deep yellow, olive green, red and orange accents contrasting a chic urban black base. We think you'll fall in love too...*

OPPOSITE PAGE  
PULLOVER 208 5033 62001  
SKIRT 208 0083 20267  
COAT 207 0029 71053



THIS PAGE  
BLOUSE 208 1131 42297  
CARDIGAN 207 6015 61147  
TROUSERS 208 0177 10093  
LEATHER BELT 207 8075 03221

OPPOSITE PAGE  
CARDIGAN 207 6065 61415  
BLOUSE 208 1053 42199  
SKIRT 208 0407 20021  
LOAFER 10302301106





THIS PAGE  
CARDIGAN 208 6141 61457  
SKIRT 208 0083 20267  
PULLOVER 208 5033 62001  
LEATHER BELT 207 8063 03117  
LOAFER 10302301106

OPPOSITE PAGE  
CARDIGAN 207 6019 61149  
T-SHIRT 207 2089 52243  
PULLOVER 207 5035 63011  
TROUSERS 207 0011 10225





# 48-HOUR BAG

## Jade Williams – Sunday Girl

Creating the perfectly packed bag for a two-day trip is one of our favorite sports. It should contain all you need for work and leisure, but be small enough to go as hand luggage. We wanted to get the secrets of packing from 23-year-old Jade Williams, an English singer songwriter who performs under the name Sunday Girl. At Marc O’Polo we can’t get enough of her delicate and ethereal style of music and the up-and-coming artist has performed at our 10 Pieces events. In between tour dates she caught up with Matthew Warren to talk about how she packs for a 48-hour-trip. It turns out her perfect formula is very much work in progress...



MW: So now you travel a lot for work, you must be a great packer.

JW: I’m the worst packer ever! I always forget my toothbrush. I have so many at home as I’m constantly having to buy them.

MW: Have you had any short-trip adventures lately?

JW: I make short trips all the time. I was in Munich not long ago where I performed at a Marc O’Polo event. Actually, bad packing almost turned the trip into a disaster. I left my passport at home, so had to go back from the airport to get it. At the end the plane was delayed so I

just made it, but then my bag got lost. Luckily, since I was performing for Marc O’Polo they were able to give me some clothes. I wore a great dress of theirs that evening, which I still have.

MW: So what have you learnt about packing?

JW: I’m so bad at knowing what the temperature will be where I’m going. I’ll think somewhere is going to be hot and it turns out to be freezing, or the other way round. So now I always pack my favorite leather jacket and a pair of shorts so I’m prepared for everything.

MW: How do you keep yourself amused?



SPECIAL BOOKING AT VIVA LONDON

# WINNING PIECE

## Beckmans design contest



THE WINNING COAT

JW: I’ve only just learnt to always take my laptop or iPod as I’ll get on a flight or a tour bus and be bored. I also like to have pens and paper. I love to sit and draw or write lyrics. Sometimes I’ll even take some knitting!

MW: What else do you like doing on trips?

JW: I love exploring cities with my band and I love buying terrible souvenirs.

MW: What’s the worst thing you’ve bought?

JW: I’ve got some really bad mugs with dogs on.

MW: And how do you stay inspired?

JW: I get very creative when I’m travelling. I’ll be on trains, or in cars or other inconvenient places where I’m singing, trying to record bits of melody on my phone and people can hear me, which is really embarrassing!

MW: I have to ask. Why “the Sunday Girl”?

JW: I used to work in a pet shop at the weekends when I was younger. All the old ladies used to call me “the Sunday Girl”.

MW: No-one remembered your name? Weren’t you upset?

JW: No, not at all. It was quite anonymous. I liked that.

The Marc O’Polo design competition between fashion students at Beckmans College of Design in Stockholm, featured in our spring issue, was won by second-year student Alina Brane and her long green wool winter coat.

The competition brief stated that the students should present their own personal, contemporary interpretations of the creative heritage of Marc O’Polo - and that of our brand’s “hometown” Stockholm.

Alina opted for a design which she describes as a kind of Scandinavian rustic elegance, with plenty of function. “The slim silhouette, the full length, the external pockets and the separate collar,” says Alina, “are all inspired by 19th century uniforms, yet the coat is very feminine. I selected quite a rough and sturdy wool fabric and added a light viscose lining.”

In spite of tough competition, the jury was unanimous in choosing Alina’s coat as the winner. “The coat is a modern interpretation of the Marc O’Polo heritage” says Andreas Baumgärtner, COO at Marc O’Polo. “We were impressed by the overall quality of the contributions and are excited about this new collaboration with Beckmans. It’s a partnership that we look forward to exploring. The school is part of the roots of our brand and I’m sure it can also be an exciting part of our future.”



ALINA BRANE

- OPPOSITE PAGE
- LEATHER JACKET 207 7025 73021
- DRESS 207 1035 21481
- SHORTS 208 0083 15069
- JERSEY PANTS 207 3055 19073
- SCARF 206 8011 02015
- BELT 208 8065 03219
- BOOTIE 10307201109 990
- WEEKENDER 11339 7900
- HAND BAG 11431 9000

# 10 PIECES

## Our best

*The world today is a busy and exciting place where change is a natural state of mind and there are always new trends, not least in fashion. True style, however, is always constant. With the 10 Pieces collection our designers interpret the heart and soul of Marc O'Polo, our philosophy of true style and quality. This limited capsule collection is therefore crafted from some of the world's finest fabrics, with clean, contemporary designs full of personality. Our 10 Pieces blend perfectly into our existing wardrobe to add that perfect touch of informal chic. PS. As you can see the collection has more than ten pieces. We started out with the mission to limit the items to ten but we fell in love with too many of them and couldn't let them go! The collection is available in selected Marc O'Polo stores for a limited period. Find participating stores and dates on [www.marc-o-polo.com](http://www.marc-o-polo.com)*



SKIRT 208 0125 20301  
 JACKET 208 0339 70095  
 PULLOVER 208 6045 60593  
 BELT 208 8065 03219



COAT 208 0339 71061  
 DRESS 208 0339 21003



PULLOVER 208 6045 60593  
 TROUSERS 208 0403 10227



JACKET 227 0460 80148  
 SHIRT 227 1426 42344  
 TIE 227 8246 35026



COAT 227 0464 71044  
 SHIRT 227 1380 42128  
 PULLOVER 227 5006 60538



JACKET 227 0034 80140  
 SHIRT 227 1434 42344  
 TIE 227 0222 35026



COAT 208 0131 71073  
 DRESS 208 7053 79005



DRESS 208 0125 21459  
 CARDIGAN 208 6045 64001



COAT 208 7055 75001  
 PULLOVER 208 5015 60589



KNIT JACKET 227 6058 61316  
 SHIRT 227 1426 42344  
 TIE 227 0472 35026



JACKET 227 0466 80140  
 PULLOVER 227 5006 60538  
 PANTS 227 0466 10096



JACKET 227 0458 70246

# THE SPECIALIST

*Interview with Malin Rebessi from Auktionsverket, Stockholm*

Our Scandinavian design roots have always been important for Marc O'Polo. To explore the modernistic Scandinavian interior design heritage we turned to Malin Rebessi. Malin is an expert in modern design at Stockholms Auktionsverk, the world's oldest auction house. Style lovers and collectors from all around the world come here to look for classics as well as for more unusual design objects. Malin gives us some tips of her own personal favorites.



MALIN REBESSI

Every season, Malin Rebessi sees collectors and dealers from all around the globe competing for iconic Scandinavian modernistic pieces. Most famous of all is furniture by Danish masters Arne Jacobsen and Poul Kjærholm, such as Jacobsen's "7" chair, one of the best known pieces of modern furniture of all time.

"Working with this every day I obviously see a lot of the most well-known pieces," says Malin, who specializes in modern furniture, glass and ceramics. "Personally I like to look for less exposed masterpieces or the somewhat more unusual models, like a "3103" chair instead of a "7" by Jacobsen."

Malin started working weekends and holidays at a branch of Stockholms Auktionsverk back in 1981, while still in school. She has remained there ever since, serving several different positions at the esteemed auction house, always with a special interest and expertise in the modern era.

"It's a very long time of course – feels like all my life," says Malin. "It's the same with most of my colleagues here.

Once we start, we never leave. We just never tire of working with these objects and their history, and all the interesting people we meet."

Though global demand for Scandinavian design classics has long been soaring, it's still possible to make good deals, even outright bargains, at the local auctions. Prices have indeed risen in recent years, at least for some pieces, but you can still find objects here that will sell for twice or even three times the price in a modernistic design shop in lower Manhattan.

As well as the furniture, ceramics and art glass from the forties, fifties and sixties are other major fields of interest for international dealers and collectors. Objects by Swedish designers such as Stig Lindberg, Berndt Friberg, Wilhelm Kåge and Gunnar Nylund, and Finnish designers Kaj Franck and Tapio Wirkkala, are staples in exclusive design shops in London, New York and Tokyo. "These are the most famous but there are many other great designers whose objects are less frequently exposed but sought after by knowledgeable collectors."

And so for the inevitable question – does Malin have any advice for those with some money to spare and looking for a good deal?

"I knew that question would come. It's hard to answer. I think it's likely that we will see an increasing interest in pieces from the Art Nouveau era, in Sweden called Jugend, from the turn of the last century, and eventually also in the nineteenth century. The trend of mixing newer and older objects in contemporary interiors will most certainly continue to grow."

Three of Malin Rebessi's favorite modernistic designers:

Tapio Wirkkala, Finnish glass and silver designer. Famous for his organic shapes, Wirkkala has created a series of wooden bowls using the natural lines of the roots as a pattern. "His objects are pricey, for good reason. The beauty and grace of his objects is unsurpassed."

Carl Harry Stålhane, Swedish ceramist. "His black, green and white vases are very powerful, very modern."

Anders Bruno Liljefors, Swedish ceramist. "I really like his bold floor urns in black and grey, with carvings."

Malin's interior decorating advice:

"Mix objects from different eras, from various times in your life. Mix colors as well but maintain a fundamental color scale as it makes the space feel bigger. Avoid "secluded" rooms and areas."

**"You never tire of working with these wonderful objects and their history."**



CERAMIC VASES BY BERNDT FRIBERG

# SINGLE OR DOUBLE?

*The single-breasted jacket has strong competition at last*



## FROM OUR FASHION HISTORY BOOKS

- The double-breasted jacket (the "DB") had its heyday from the mid-1930s until the late 1950s and again from the mid-1980s until the mid-1990s.
- The original design comes from the traditional frock coat, a sort of lightweight overcoat worn indoors. By the late 19th century, the frock coat was shortened to create the double-breasted jacket.
- The design was popular for military uniforms, particularly naval dress as the double-breasted design gave more protection at sea.
- DB jackets can have different numbers of buttons, from ten to just two, although most have four or six. Button formations are described as 6x1 or 6x2, where 6 is the total number of buttons and 1 or 2 the number that fasten. Our DBs this season have the classic six buttons.
- A four button jacket that fastens at the lower button is often called the "Kent", after the Duke of Kent who made it popular.
- The new modern cut of the DB can be worn open for a more casual look.

**"We wanted to bring back the classic double-breasted look but give it a modern twist."**

MARC O'POLO DOUBLE BREASTED JACKET – FALL/WINTER 2012 COLLECTION

For a long time, men have had just one jacket shape to choose from. Single-breasted. Not any more. The double-breasted jacket is back and has never looked better. Gone is the bulky, shoulder-pad style seen before. The new shape is a sharper cut, fitting more closely to the body.

"We wanted to bring back the classic double-breasted look but give it a modern twist," says Andreas Baumgärtner, COO at Marc O'Polo. "The great benefit of the cut is the way it gives a masculine silhouette by broadening the shoulders and

slimming the waist." That's what we call a convincing argument for all men to add a double-breasted jacket to their wardrobe this season.

But we are not abandoning the single-breasted jackets in our collection, so don't clean out your closets too quickly. "This season, the good news for men is they get to choose between the single-breasted jacket and the updated double-breasted look. The single-breasted jacket is more versatile and we're keeping it fresh with a choice of new cuts and colors," says Baumgärtner.

TIPO 22039

peso fin. gr.      div. gr.      fili      pelt.      ell.

DISEGNO	CAMPIONI	ORDINI REGOLARI	PEZZE REGOLARI ORDITE	Numeri di Fabbricazione
1				
2				
3				
4				
5				
6				

20039

Candido / m. 95      3/4

li 20

li 95 / m. 85

li 20 / Nino

Candido / m. 105 / m. 100

Volpe

Carribo

60 / Nino

25 / m. 40

li 100 / m. 100

ca / Carribo

ante

o 2/20 Bianco 1/70 40/100

Acqua

Berlino

# AS THE WINE, SO THE WOOL

## Lanificio Paoletti

For the finest wool Marc O’Polo has turned to a small village near the Italian Alps, where a 200-year tradition of wool-working continues. Our designers couldn’t contain their excitement over the fabric archives of Lanificio Paoletti. The creation of one of our coats of the season reveals a story about passion and craftsmanship handed down through generations.



Follina is a tiny village at the foot of the Italian Alps. Every day, after work, people still meet at the osteria, the local wine seller. There, they don’t gossip or play cards, as would happen elsewhere in Italy. They talk about wool.

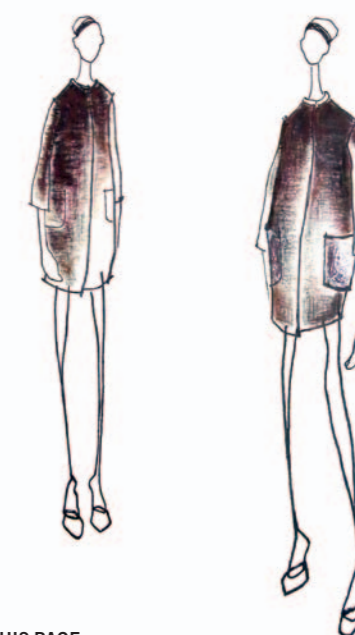
Towards the end of the 18th century, there were twelve wool mills and a handful of spinning mills in Follina. The region had one of the world’s highest densities of wool masters per square meter. Over more than two hundred years, the best wool masters resisted invasion, drought and world wars, passing down their skills to the next generations. In the 1980s Lanificio Paoletti narrowly escaped the fate of the many Follina wool mills that closed in the wave of outsourcing of production to other parts of the world. The company had already shut down when an order arrived from one German client who hadn’t been informed of the mill’s closing. With no heating system and the help of some friends, Andrea Paoletti worked day and night in the factory to fill the order.

At the time, his son Paolo played cops and robbers between the piles of wool. Now, Paolo and his brothers run a lab-like factory where 40 employees work on the world’s best wools, creating fabrics for international fashion brands. “We give our clients an initial idea.

Then we work with their designers to tweak color, feel and style until that idea becomes exactly what they want.” In the case of Marc O’Polo, the idea was born from an old book of fabrics created by Lanificio Paoletti. Marc O’Polo creative director Susanne Schwenger came across the book in Paris, immediately fell in love with a fabric from 1948, and decided to use it for a woman’s coat. A long series of proposals, tests and reviews followed, in which Lanificio Paoletti provided Marc O’Polo with the only really irreplaceable resource in the business. “Wool is alive,” explains Paoletti. “You need people who know how to deal with it.” Like the 70-year old technical designer who has worked for Paoletti since the 1970s, he’s always got wool on his mind. By night, he dreams of drawings, structures and new ways to make the loom run.

Australian wool, delicate feel, refined structure in a rich dark red color. The coat became part of our 10 Pieces collection for Fall/Winter 2012. Different kinds of red were precisely blended to reach a particular copper-like gradation. We’ve called the color Merlot, like the local grape, because making fine wool is ultimately very much like making fine wine. Or so they’ll tell you at the local osteria, if you stop by for a drink.

“In the case of Marc O’Polo, the idea was born from an old book of fabrics created by Lanificio Paoletti.”



THIS PAGE  
FABRIC SAMPLES  
THE MARC O’POLO COAT FABRIC  
SKETCHES OF THE COAT

OPPOSITE PAGE  
PART OF THE NEATLY BOUND FABRIC ARCHIVE

# THE ALWAYS LIST

*Must haves of the season*



THIS PAGE  
 CORDUROY JACKET 227 0106 80002  
 DENIM 227 9096 12040  
 BELT 227 8312 03064  
 BELT 227 8312 03070  
 SHIRT 227 1426 42344  
 TIE 227 8246 35026  
 CANVAS SHOPPER 50174 78790  
 SUNGLASSES 505030  
 LACE UP SHOE 20083401113  
 CHUKKA BOOT 20106001302

OPPOSITE PAGE  
 PULLOVER 229 6030 60242  
 BELT 227 8312 03014  
 CANVAS WEEKENDER 50175 78790  
 CHUKKA BOOT 20104001302





# A ROUGHER EDGE TO URBAN SMART

*Legendary inspiration*

*This season contrasts cuts, silhouettes, materials and details of urban slick elegance with rougher elements inspired by the sports and outdoor worlds — taking inspiration from crossing the style of Cary Grant with that of Ernest Hemingway. It's a look that is confident and casual, relaxed in its own personality, sharply attired for every occasion, with a touch of your own nonchalance.*

OPPOSITE PAGE  
JACKET 227 0240 70118  
JACKET 227 0106 80002  
SHIRT 227 1504 42176  
TIE 227 8246 35026  
CHINO 227 0024 10054  
BELT 227 8312 03086



THIS PAGE  
CARDIGAN 227 6086 61332  
SHIRT 227 1426 42344  
TROUSERS 228 0510 11016  
BELT 227 8038 03086  
SCARF 227 8160 02266  
CHUKKA BOOT 20104001302

OPPOSITE PAGE  
PULLOVER 227 5036 60460  
SHIRT 227 1370 42128  
DENIM 227 9044 12040





THIS PAGE  
JACKET 227 0054 80004  
CARDIGAN 227 5016 61296  
TIE 227 8246 35026  
SHIRT 227 1394 42344  
CHINO 227 0444 10096  
BELT 227 8038 03086

OPPOSITE PAGE  
COAT 229 0454 71044  
VEST 227 0206 72034  
SHIRT 229 1382 42312  
DENIM 227 9044 12040  
LACE UP BOOTIE 20096301306





# HOME SWEET HOME

*Introducing the  
Marc O'Polo  
Home Collection*

We are very proud to present our Marc O'Polo Home Collection, with a complete range of lush and luxurious textiles for the bedroom and the bathroom. The collection includes bed linen, wool blankets and pillow covers, towels, bathroom rugs and bathrobes.

The style of the Marc O'Polo Home Collection is sophisticated, urban and contemporary, reflecting our Scandinavian design heritage. The materials are all natural – beautiful wools, linens and cottons of supreme quality. The color scale is deep, rich and saturated, with a lighter, more playful range of stripes and other designs added for summer.

“We are all very excited about the launch of our Home Collection,” says Andreas Baumgärtner, COO. “It’s something we have planned for years, but we have let the development take its time to get the results we wanted. The experience of creating the Marc O'Polo Home Collection has been very personal since it touches the private sphere of bedroom and bathroom. We’ve thought about what we would love to have in our own homes and made it come true.”





## NATIONAL AND INTERNATIONAL SHOPS

### GERMANY

#### Berlin

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

#### Bochum

Hustr. 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

#### Düsseldorf

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

#### Hamburg

Alster-Einkaufszentrum, Heegberg 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

#### Leipzig

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

Huidevettersstraat 37

#### Brussels

Avenue Louise 32-46 A

#### Ghent

Volderstraat 70

### DENMARK

#### Copenhagen

Pilestraede 30A & 30B

### FRANCE

#### Paris

64, Rue Bonaparte  
Centre Commercial So Ouest (Opening September)

### NETHERLANDS

#### Amersfoort

Langestraat 52

#### The Hague

Noordeinde 22

### NORWAY

#### Oslo

Øvre Slottsgate 27

### POLAND

#### Katowice

Silesia City Center, Ul.Chorzowska 109A

#### Poznan

Nowy Stary Browar, 42 Półwiejska Street

#### Warsaw

Galeria Mokotow, Ul. Woloska 12  
Zlote Tarasy, Ul. Zlota 59

### 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

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