

THE WEEKENDERS' JOURNAL

Autumn Winter 2022

**Liberate
your
Creativity**

WEEKEND

MaxMara

THE ART OF CREATING

An architecturally pure yet unique contemporary home surrounded by luscious green flora is the setting of the Weekend Max Mara Autumn Winter 2022/23 narrative. A private, personal retreat, the house itself becomes an extension of the living experience, a unique universe where you can immerse yourself.

A PERSONAL RETREAT

ABOVE: Trench Coat BARNI Jumpsuit NOGAL Jumper
GHIACCI Necklace DULIA Pasticcino Bag CINEMA
Pasticcino Bag VENEZIA Boots GUGLIA



ABOVE: Jacket TECLA Jumper ROTONDO Turtleneck ONDATA Skirt PESCHE Necklace CUPOLA Bag VELES Boots GUGLIA

OPPOSITE PAGE: Coat CARTONE Jumper FERIALE Turtleneck BENITO Trousers DINAR Pasticcino Bag ACANTO Shoes DINGOPV





ABOVE: Parka DELIS Jumper GHINEA Shirt BYE Trousers MADERA Boots GUGLIA
OPPOSITE PAGE: Coat CARAIBI Jumpsuit TEAKPV Shirt ALMINA Turtleneck OFRIDI
Hat KASSEL Necklace MODICO Pasticcino Bag STRUZZO Boots GUGLIA



ABOVE: Jumper ZITTO Dress FATTO Trousers LUSO Necklace MODICO
Pasticcino Bag UMBRIA Boots GUGLIA
OPPOSITE PAGE: Jacket JAJCE Jumper ALADINO Shirt USSEL Skirt
FIORDI Necklace DULIA Boots GUGLIA



ABOVE: Shirt Jacket ZEBU Jacket CANADA Shirt DERRIK Trousers LISETTA Necklace MODICO
Pasticcino Bag VENEZIA Shoes DINGOPV

OPPOSITE PAGE: Parka DELIS Jumper GHINEA Shirt BYE Trousers MADERA Pasticcino Bag CARAMBA





This place represents a creative expression, a bond with nature and architecture. A mix of natural materials and hues permeates the story. The play of shapes, volumes and textures is reflected in the garments in which outerwear becomes innerwear and vice-versa. Pieces that are open to individual interpretation and effortless styling.

ABOVE: Jacket HATELEY Jumper ARLEM Turtleneck BENITO Trousers EROS Hat BOSSO Necklace DUILIA Pasticcino Bag VENEZIA Boots GUGLIA
BACK COVER: Down Jacket BENDA Jumper BENITO Shirt DERRIK Trousers ACINO Pasticcino Bag UMBRIA Sneakers LECCIO

Lensed by photographer Lachlan Bailey, top model Taylor Hill interprets the season's creative spirit.

HABITO

by PATRICIA URQUIOLA



Co-created with world-renowned architect and designer Patricia Urquiola, the new Weekend Max Mara Signature Collection for Autumn Winter 2022/23 entitled Habito, also marks the 10th collection of the Weekend Max Mara Signature project.

In a fusion of languages and visions, Urquiola's talent as a multi-faceted architect and designer pervades the collection through savvy and refined combinations. Silhouettes are roomy, wide and loose and, in true Weekend Max Mara style, the collection balances personality and comfort for refined travellers and their fast-paced lives.



"Habito, in Spanish, refers to 'habits' and 'to inhabit' in the first person. My work is everyday research about how we can inhabit a space or a living experience at different dimensions. Why not also with garments? They are pieces of our houses that we bring with ourselves into the world. The collection's narrative is about hybrid pieces that welcome you as a home. An emotional habitat," says Patricia Urquiola, adding how Habito is a personal and intimate project for her.

ON THIS PAGE CLOCKWISE: Coat ARCA Sweater EARRY2
Pasticcino Bag LETTERA Boots SORAGA — Coat POTUS
Sweater EARRY2 Boots SORAGA

OPPOSITE PAGE: Coat MURCIA Skirt ONTARIO Hooded Gilet
REALE Muffs ETRA Boots SORAGA

Urquiola's "hybridization" pervades the collection, in terms of eye-catching mismatches of contrasting graphic patterns, colours, textures and even parts of different silhouettes to unpredictable effect. Coats are the most emblematic and the most pronounced expression of this concept. They are personalized reinterpretations of existing Weekend Max Mara silhouettes, primarily in cocoon-shapes, that bond traditional wools and ribbed knits with technical nylon, creating matte, shiny and reflective effects.

As a tribute to the designer's roots, Habito also references traditional Spanish garments, represented via colourful hems, volumes, and folds. Colour plays a central role, expertly used to highlight the details or in gradient effects that wash over blouses. The accessories complete the mood with a personal take on the Chelsea boot in soft leather, featuring fringes, set on a lug sole.



As for the Pasticcino Bag, Urquiola reinterprets the brand's iconic design with two fabrics: one with a padded vertical pattern for a 3D effect and the other one with diagonal lines that create an iridescent glow. The Pasticcino Bag's distinctive boule clasps are further enlarged, creating an even bolder statement.



ABOVE: Hoodie RENANIA Trousers GODEZIA Boots SORAGA

OPPOSITE PAGE CLOCKWISE: Vest FIBBIA Sweater EARRY2 Trousers GODEZIA Pasticcino Bag
LETTERA – Shirt ORLANDA Turtleneck OFRIDI Trousers GODEZIA Muffs ETRA – Vest FIBBIA
Shirt ALI Skirt ONTARIO Boots SORAGA.

Autumn Winter 2022/23 Signature Collection
photographed by Dario Catellani on model Taylor Hill.

FIRST STOP IS VENICE

Join an awe-inspiring world tour with the iconic Weekend Max Mara Pasticcino Bag. Season after season a special Pasticcino Bag itinerary will celebrate creativity through the artisanal excellence and unique crafting mastery of the carefully chosen destinations. The first stop could not be but Venice! As a tribute to its world famous textiles and glassmaking Venice has inspired the Weekend Max Mara Pasticcino Bag Modello Venezia special edition, crafted with Mariano Fortuny fabrics and Murano glass bead clasps.



ABOVE: Pasticcino Bag VENEZIA

Photographed by Wladimiro Speranzoni

THE DISTINCTIVE CLASP OF THE WEEKEND MAX MARA PASTICCINO BAG MODELLO VENEZIA



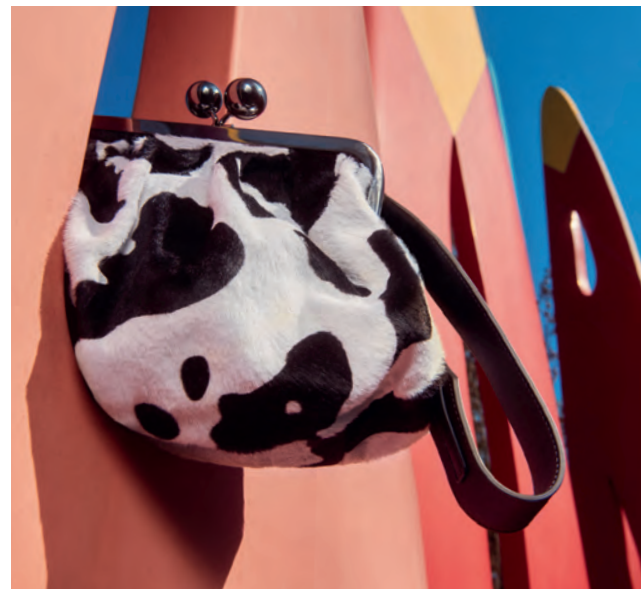
A TRIBUTE TO VENICE'S HISTORY IN TEXTILES AND GLASSMAKING

In the legendary textile mill founded by Mariano Fortuny, who in 1922 transformed an ancient convent on the island of Giudecca into his factory, the fabrics to this day are still made on the original machines. Timeless and contemporary, the three different cottons used for the Pasticcino Bag Modello Venezia feature metallic motifs in gold and copper against ivory and dusty teal blue to lavender and deep red set on a creamy base to a pattern in a mix of green and beige.



Over the centuries the tiny island of Murano in the Venetian Lagoon has elevated the art of glassmaking to unrivalled levels of technique and creativity. The two beads that make the distinctive clasp of the Weekend Max Mara Pasticcino Bag Modello Venezia are handmade by a master glassmaker at Gambaro & Tagliapietra Murano Glass Studio, renowned worldwide for its artistic one-of-a-kind pieces since 1974. One of the beads blends an ivory base with streaks of contrasting nuances for a “marbleized” effect, while the other one is made with a pastel-tinged base, soaked or “sommerso” in a clear glass finish. Named after the Italian word for “small pastry”, the Pasticcino Bag is characterized by its vintage-style pouch-shape silhouette and maxi ball clasp. Infinitely versatile, the Pasticcino Bag Modello Venezia further enriches the iconic bag’s collection.

ON THIS PAGE CLOCKWISE: Jumper SLAM Trousers OPZIONE Hat BOSSO
Scarf GIARA Jacket SCENA Jumper GALLO Skirt OEBE Scarf MAURA
Gloves KOALA Shoes FIGLIO Jumper ONDATA Skirt FIESTA Hat CAMBUSA
Scarf TEGOLA Belt FRAIS Pasticcino Bag CUBICO Shoes FIGLIO



ON THIS PAGE CLOCKWISE:
Cardigan FIORIRE Jumper
XENO Trousers ROCCO
Hat BOSSO Scarf CLELIA
Pasticcino Bag UMBRIA
Shoes AGUZZE Pasticcino
Bag ABILE Pasticcino
Bag VALANGA Shirt
USSEL Shorts BELBO Hat
CAMBUSA Scarf CLEOFE
Boots GENEPI Pasticcino
Bag VOCIARE Pasticcino
Bag PROVINO



Funky styling for winter days in the sunshine. Patterned knits and colourful looks are bright and beautiful. Scarves feature statement logos. Pasticcino Bags are given a creative twist. Flaunt your Weekend Max Mara best.

BOLD AND BEAUTIFUL





ON THIS PAGE CLOCKWISE: Coat FARISEO Turtleneck OFRIDI Bag DOMEZ — Pasticcino Bag BRIAN — Coat RAIL Cardigan CALAMAI Jumper FILTRO Shorts BELBO Gloves SENAPE — Necklace TORTONA — Pasticcino Bag ACANTO — Shirt ALMINA Skirt GEBE Cape AFA Bag DONDOLO — Jacket DAMIANA Cardigan CALAMAI Dress MIDA Necklaces CRASSO Pasticcino Bag CUBICO Gloves SENAPE



Understated elegance in the chicest shades of blue. New styles for knits and overcoats. Skirts are longuette and pleated or mini and clean cut. Brown accessories bring out the beauty of blue. Nonchalance is paramount.

BLUE GRAPHICS

ON THIS PAGE CLOCKWISE: Coat CARAIBI Jumper TILDE Shirt ALMINA Skirt GEBE Necklace CRASSO Pasticcino Bag CUBICO Boots GUGLIA — Cape FIENO Turtleneck OFRIDI Jumper ADDOTTO Skirt GAVINO Gloves SENAPE Pasticcino Bag PRATI Boots GUGLIA — Coat GRANA Dress FISCHIO Gloves SENAPE Bag CHIC Boots GUGLIA





COLOUR CODE: GREEN

One to one with nature calls for colour-coordination.
A green palette is the dress code to follow.
Layering and textures add warmth and cool.
Pasticcino Bags match perfectly.



ON THIS PAGE CLOCKWISE:
Jumper XANADU Skirt NARVEL Scarf ADDURRE
Gloves SENAPE Pasticcino Bag PRATI Boots
GUGLIA — Pasticcino Bag ARMONIA — Coat
CARAIBI Turtleneck OFRIDI Trousers CALAO
Hat CERCHIO Necklace CRASSO Pasticcino Bag
PROVINO Boots GUGLIA



ON THIS PAGE CLOCKWISE:
Parka DELIS Turtleneck OFRIDI Skirt FIERO Hat FAGGIO Hat
CERCHIO Scarf DUCA Pasticcino Bag PRATI Boots GIACOMO
— Parka FIORITO Jumper GHIACCI Shirt ALMINA Skirt FIERO
Gloves SENAPE Brooch JUNIOR Pasticcino Bag STRUZZO Boots
GIACOMO — Bag CABARET — Pasticcino Bags PRATI — Parka KATIA
Turtleneck OFRIDI Necklace CRASSO Gloves SENAPE Pasticcino
Bag CUBICO — Shirt Jacket CERVINO Jumper ADDOTTO Shirt
ALMINA Trousers PINETA Bag CABARET Boots GUGLIA





OPPOSITE PAGE CLOCKWISE: Jacket AFONA Dress LUIGIA Shirt DERRIK Hat KARMAN Foulard DATTERO Brooch OSANNA Boots GIACOMO Quilted Coat LEARCO Jumper RIBERA Turtleneck ONDATA
Trousers SEGGIO Pasticcino Bag VOCIARE Shoes AGUZZE — Jacket RODEO Jumper PINCIO Shirt MISTER Skirt RICAMO Pasticcino Bag BRIAN Boots GIACOMO Jacket BRANDY Dress HUMOUR Turtleneck
OFRIDI Hat ARAD Foulard KIENS Belt FARO Pasticcino Bag CLIMA Shoes AGUZZE — Coat TEULADA Cardigan CENTRO Shirt BYE Brooch GOLOSO Brooch FILIPPO Boots GIACOMO Jacket MALTESE Jumper
GHIACCI Skirt EPOCHE Hat BOSSO Bag HARRY Boots GIACOMO — Coat CLAN Jumper XENO Shirt DERRIK Shorts SVAGO Hat KASSEL Shoes AGUZZE Cardigan LAVAGNA Jumper UGOLINA Dress PIETRA
Hat ARAD Gloves SENAPE Pasticcino Bag CINEMA Boots GIACOMO

ON THIS PAGE CLOCKWISE: Shirt Jacket BATUN Cardigan MAGNO Jumper SALUTE Skirt CHIETI Hat ARAD Bag VELES Scarf CHIFFON Boots GIACOMO — Jacket MALTESE Jumper GHIACCI Skirt EPOCHE
Hat BOSSO Brooch GOLOSO Brooch FILIPPO Bag HARRY Boots GIACOMO — Coat ENZIANA Jumper GALLO Turtleneck OFRIDI Skirt AGORAIO Hat ARAD Bag VELES Shoes AGUZZE — Pasticcino Bags CINEMA



CHECK TO CHECK

Checks meet stripes meet tartan. Contrasting yet enriching.
Revisited silhouettes for a contemporary take on Royal countryside inspo. Blazers and skirts are at play.
Equestrian-style boots teamed with the quilted edition of the iconic Pasticcino Bag are part of the narrative.

CALIFORNIA DREAM

Hoodies + sneakers + beanies + prints spell California cool.
Sporty separates and oversize shapes speak for free spirits. Accessories are loud and spacious. Make a mark.



Go for rich patterns and fringes for a South American vibe on sweaters and cardigans. Perfect for the urban explorer. Down jackets and Fedora hats have an essential role. As do the roomy medium and large format Pasticcino Bags. Choose from checked fabric or soft brown leather.



URBAN EXPLORER



ON THIS PAGE CLOCKWISE:
Down Coat MILORD Jumper DIZZY Turtleneck ONDATA Hat ELLISSE Hat BOSSO Boots GIACOMO Jumper SCHERMO Trousers BUSSOLA Hat ELLISSE Belt GRADARA Shoes AGUZZE Cardigan MOLVENO Dress FISCHIO Pasticcino Bag CLIMA Coat LOLLO Jumper MASER Skirt ALFONSA Hat ELLISSE Pasticcino Bag CARAMBA Boots GIACOMO Cardigan MOLVENO Dress FISCHIO Hat ELLISSE Gloves SENAPE Belt CADMIO Shoes AGUZZE Jumper ROBERTA Trousers FIBRA Bags VELES Scarf MAURA Gloves SENAPE Hat ELLISSE Down Coat MILORD Jumper DIZZY Turtleneck ONDATA Hat ELLISSE Hat BOSSO

OPPOSITE PAGE CLOCKWISE:
Sweatshirt PRISMA Shirt TALLONE Shorts SALSA Hat ALBEN Bag EZIO Sneakers MIKI Sneaker CIGNO3 Pasticcino Bag ULNA Sweatshirt PRISMA T-Shirt PALMI Skirt OTTELIA Hat ALBEN Pasticcino Bag ULNA Hoodie RABAT Dress ARAL Hat CAMBUSA Sneakers MIKI Hoodie RABAT T-Shirt CACAO Skirt EDGARD Hat ALBEN Pasticcino Bag DINDI Sneakers MIKI Sneaker CIGNO3 Pasticcino Bag DINDI Jacket GANG T-Shirt PALMI Trousers EUSEBIO Hat ALBEN Sneakers LECCIO



Printed by Tecnostampa S.r.l. Via Brecece, 96 - 60025 Loreto (AN) - REA: Macerata n. 70137

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