



## THE INTRIGUING TECHNIQUES BEHIND THE FABULOUS FABRICS OF MACARONS

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**Julie and Veit**, the handsome couple behind German eco-brand **Macarons**, are some of the most detailed and dedicated founders of a children's fashion brand we know. They go so much further than 'simply' creating a collection of very sweet clothes (although they do that too!). They actually keep their fingers on every aspect of the production process. First, they source only the best organic fibres from different places in the world, strictly according to the **GOTS** standards. Then, the rest of the production is entirely completed locally, in Germany and Austria - the spinning and dyeing of the yarn, the knitting and weaving process, the printing, boiling and cutting of the fabrics, to the sewing of the final product. All of this is done in impeccably managed, small family-run ateliers. This way, Julie and Veit truly know where all the materials for their garments come from (including tiny details like buttons and fasteners), how it was made, who made it, and where it was made. They can be sure that everything is free of chemicals, and that the production is completed with only the best work ethics for the staff.

The actual creation of the fabrics is something else. This is not just a matter of printing a lovely pattern on high quality, crisp and paper-like organic cotton (although they do that too!) - no, the way they create their fabrics is an extremely clever, innovative and technical process, and it results in the most beautiful three-dimensional patterns and structures. For instance, they create wonderfully soft fabrics by weaving two fabrics together at intervals. A bit like quilting, really. And after washing, the first fabric wrinkles into the other fabric, creating lovely 'dunes' on one side, and sweet fine dots on the other side. Another example: they combine two weaving techniques, resulting in a soft but strong seersucker cotton fabric that does not need to be ironed.

The design of the garments is also very well thought through - the way garments are cut, the way pleats suddenly reveal pockets or create special shapes, a button that is sewn on with a tread in a contrasting colour... The level of all of this is truly remarkable, and this is what really sets Macarons apart as a brand.

xxx Esther

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