

marlies|dekkers

YOUR BODY, MY CANVAS INTRODUCING MARLIES|DEKKERS

Marlies Dekkers, the cult Dutch underwear artist, wants to use your body as her canvas. Marlies, who shuns the lingerie tradition of lace, ribbon and frill, conceives bold, graphic conceptual looks using strap lattices and unusual cutouts to create lingerie for the contemporary woman.

Governed by the holy trinity of design, fit and quality, the work of Marlies Dekkers is like a piece of art you wear either under your clothing or as a part of your outfit.

Marlies Dekkers designs for adventurers, dreamers and modern thinkers.

Marlies Dekkers was born in 1965 and graduated from the Academy of Art with distinction in 1991. She launched her undressed lingerie collection two years later with the help of a grant. With her modern vision on lingerie, she started a small lingerie revolution in The Netherlands and later throughout the rest of the world. Marlies Dekkers designs from her own vision of life and aims to accentuate women's self-confidence. Her motto is "dare to dream, dare to grow, dare to be". She considers the woman's body as her canvas and embraces its beautiful parts with the modern straps in her designs.

As early as 1994, she was awarded the Dutch bodyfashion award for her collections and three years later she received museological recognition with a solo exhibition in the Rotterdam Art Hall. Her work was crowned by ELLE Magazine's innovator of the year award in 2004. In 2007 the designer felt honored to be awarded the Prix veuve Clicquot business woman of the year award and to win the New York Cila award for 'Best Fashion Lingerie'. 2008 started off with the Parisian creator of the year award, followed by a second new york Cila award for 'Best Maternity collection'. The year ended in style with the Prix Marie Claire for 'Best Fashion Entrepreneur'. On January 20th 2009 she won the Dutch bid Lef award as 'The Most Daring Entrepreneur with an Innovative Business Approach'. This award perfectly matches the company motto 'Dare to be' and is a promising start of 2009.

Philosophy.

Marlies Dekkers is a modern-day feminist. Marlies Dekkers believes that women are the key to success when it comes to gender equality. We need to change the conversation about femininity ourselves. Together we can disarm the stereotypes that for far too long have misled our societies; that we don't have the skills, the intelligence or the guts. All we need, is females moving forward. We need women who understand that equality isn't dependent on external factors; something passively received or violently acquired. Women who train their minds so that they feel powerful themselves. Women who feel, think and radiate confidence. Not against, but in partnership with men. Because, ultimately, we give progress to ourselves. We ourselves need to move forward. This is the third movement.

Consumers.

Marlies Dekkers does not believe in consumer groups. She designs for all women in all their unique shapes and sizes. She compares the creation of the perfect bra to pure mathematics for which she has founded her own perfect formula.

Collections.

Every collection has a different story behind it. Her main inspiration sources vary from philosophers and artists, powerful women, to her own life experiences. Each story is told by the unique design, colors and print of a collection. Her designs are known for their radiance of power and self-confidence, as well as for their groundbreaking style, perfect fit, detailed finish and the use of modern materials and innovative techniques.

Lovers of Marlies Dekkers.

Celebrities and artists alike adore marlies|dekkers and love to be seen in it. From singers to actresses and the world's most in demand 'it' girls, these are a few of her favourite followers:

Lady Gaga, Rihanna, Fergie, Kelly Rowland, Nicky Minaj, Nelly Furtado, Dita von Teese, Sarah Jessica Parker.

