

**MAATROOM**

/Ma'at ru:m/  
THE ROOM OF ORDER

## THE PROJECT

Maatroom was born from a need for inner order, where form becomes an expression of balance and clothing a result of the synthesis of thought, lines and style. The apparent simplicity of the essential shapes conceals profound conceptual elements.







A mind that generates  
ordered thoughts which  
are endowed with a silent  
and natural elegance.



A new, whispered  
femininity dedicated to  
the confident woman  
who faces her existence  
with reason and feeling.



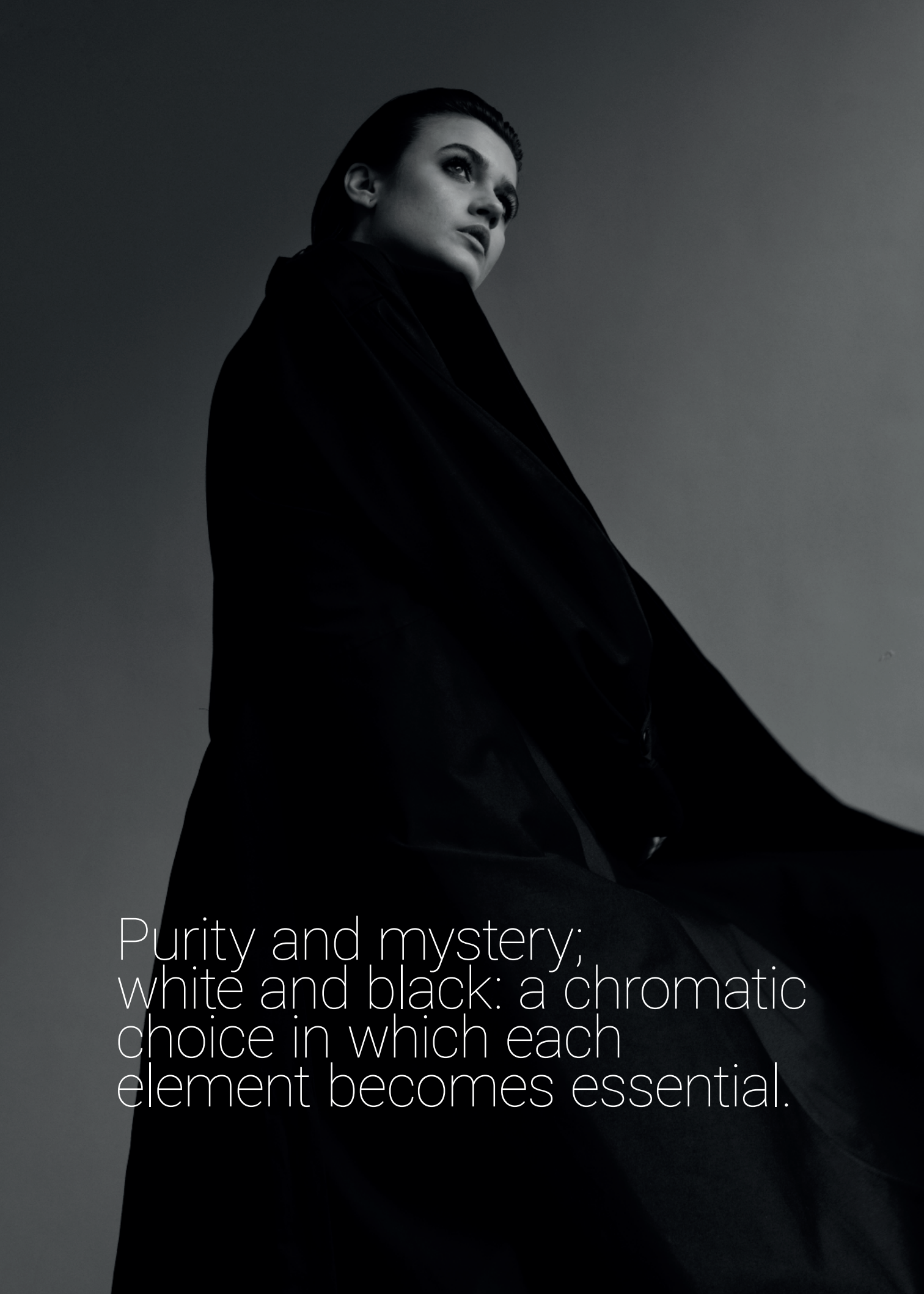





## THE METHOD

Clothing made to last over time with distinctive recurring elements and forms which complete one another. Simple lines are distinguished by a precise and ever coherent choice of taste and style, in which masculine and feminine, austere and docile, rigid and fluid coexist in an unforeseen balance. A careful work of construction dedicated to each piece as all is precious.





Purity and mystery;  
white and black: a chromatic  
choice in which each  
element becomes essential.



A process of minimisation  
which emphasises the  
characteristics of the  
materials and the cut of  
each piece of clothing.



With each collection new  
colours are added, creating  
a unique and delicate  
chromatic symphony.







## THE VALUE OF TIME

From the research for Italian fabrics and products that respect the environment, down to the choice of a singular button, extreme care is dedicated to each choice in order to create for a responsible fashion. Our suppliers are chosen for their specialisation and their selfsame vision of life, work and beauty.





Each of our collections  
is identified by name  
and by number and  
unbound from  
temporal references.  
Modular collections that  
are revealed through an  
overlapping of layers and  
a revisitation.





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