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Ones to Watch at Paris Fashion Week

By Miles Socha and Joelle Diderich

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Molli and Le Kasha

Sweaters never go out of style, even in Paris.

To wit: Two young French women entrepreneurs are reviving venerable knitwear brands, Molli and Le Kasha.

Globetrotter Mali Marciano revived Le Kasha, founded in 1918 and owned by her family for generations. It was a supplier to big designers in the 20th century, including Lanvin and Chanel, known then for a jersey fabric in a blend of cashmere and synthetics. Gabrielle Chanel designed her first suit collection made with Le Kasha jersey while Jeanne Lanvin used it for swimwear and dresses.

Building on this authenticity, Marciano updated the historic logo featuring a goat on a peak mountain. The brand now exclusively uses the highest quality of cashmere fiber from inner Mongolia known for its specific long hair, which makes the yarn long-lasting and resistant to pilling.

Marciano conceived the collection as a lifestyle brand of classics for people like her, who have an intense travel schedule. She started shooting her look books while traveling to source material or inspirations.

All the pieces are knitted except for slip-on sneakers made of a thick cashmere cloth.

"The brand is not about creative, but timeless design," said the designer, stressing the travel-friendly nature of her cashmere knots. She plans to animate the line with two or three capsules each year, influenced by her travel destinations and offering limited editions of some solid and vibrant colors to complete her classic palette of heathery cream, grays, oatmeal and light blue.

Prices range from 350 euros (\$390) for a thin-gauge T-shirt to 490 euros (\$548) for a pullover, 50 euros (\$56) for a travel set containing a plaid eye mask and big socks in a matching clutch, and 390 euros (\$435) for sneakers.

Interior designer Ramy Fischler created a trunk to present the collection, which will travel to different retail destinations, and Marciano is also targeting boutique hotels and airport locations. At present, her line is sold at stores including Kirna Zabete in New York, L'Eclaireur in Paris and Graanmarkt in Antwerp. A Web site is set to launch in mid-October, with e-commerce to be added a month later.

— *Laurent Folcher*