

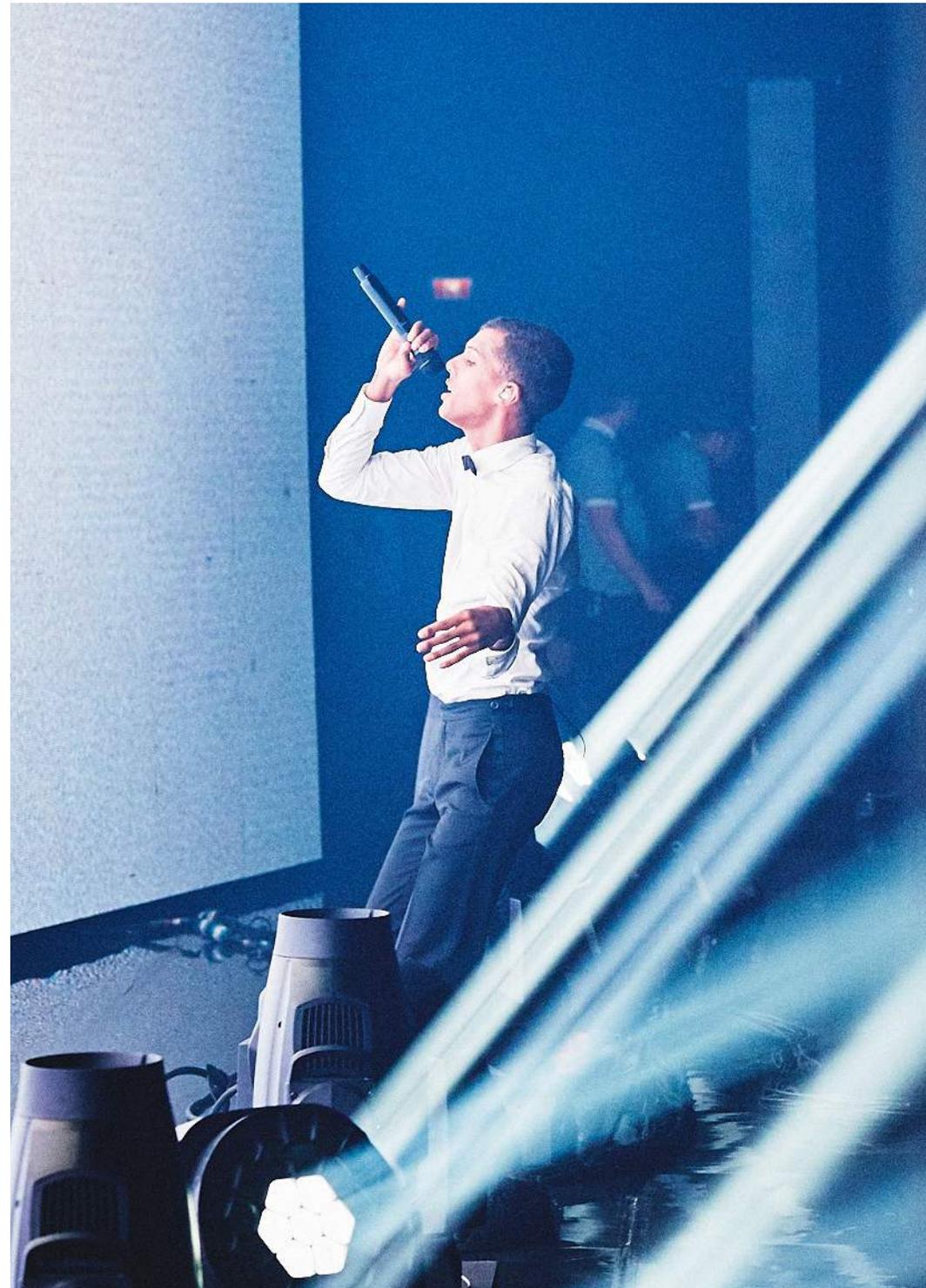
The image shows two individuals from the chest down, wearing bright yellow short-sleeved shirts. The shirts feature a repeating pattern of interlocking geometric shapes in light blue and pink. The word "mosaert" is printed in a white, stylized, lowercase serif font across the center of the image, overlapping the shirts and the person's arms. The background is dark and out of focus.

mosaert

our story

The creative label Mosaert - an anagram of Stromae - was founded in Brussels in 2009 by Paul Van Haver (better known as Stromae), together with his brother and artistic director Luc Junior Tam, to mark the launch of the singer's first album, «Cheese».

Since the beginning of his career, the author, composer and singer Stromae has wanted to produce his own music in order to maintain greater artistic independence. This means that his label will oversee everything, from production to artistic direction and from visuals to videos, not forgetting the staging of fashion shows and costumes.



The album «Cheese» was released in 2011. Aided by the concept of «Lessons from Stromae», and the various videos produced by Mosaert, such as the unforgettable «Alors on danse», it proved a great success and was a key feature of popular culture in 2009 and 2010. The single «Alors on danse» reached number 1 in 16 countries, selling more than 2 million copies; it was acclaimed by critics and the public alike for its individuality and its artistic coherence.





In 2014, Stromae released his second album, «Racine Carrée». The roaring success and amazing adventure represented by this second project can be summarised in a few figures:

- **12** songs composed, written and performed for the most part by Stromae
- **4** million copies sold worldwide
- **7** videos released, with one billion Internet views
- **1** live tour seen by more than 5 million people, with 209 performances in Europe, North America, South America and Africa



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Music **TIME**

Youth Hostile
Stromae raps
about his lost
generation

By Vivienne Wall

IT'S NOT HYPERBOLIC TO SAY that Belgian singer-songwriter Paul van Haver writes the world's most depressing party songs. As the electronic dance music artist called Stromae, he crafts ecstatic beats that have packed dance floors from Europe to Israel to Australia, but a close listen to his tightly packed French raps reveals stories of economic ruin, class conflict and a father who disappeared in the Rwandan genocide.

The dark themes haven't kept Stromae, 29, from success. His first hit, 2009's "Alors On Danse" ("So We Danced," shot to No. 1 in 14 countries despite its bitter commentary about the stunted lives of a recession-hit generation. Would he "so we go out to forget all our problems" turned him into an icon for millions of European youth languishing through the deepest economic crisis in decades.

The attention has made him unrecognizable. "It is not Belgian to be shy," he tells TIME, sitting in a Brussels café. "That is not a job. I am a writer and a composer." All the names, Stromae—the name is an anagram of maestro—may be about to become a bigger star. He's now on a 13-city tour in the U.S., where his music is not a pap staple. In April, TIME Out New York featured him on its cover with the headline WHO THE HELL IS STROMAE? The quick answer: He was born in 1985 to a Belgian mother and a Rwandan

architect who returned to Africa when Stromae was a small child, while his mother raised five children on a public-service salary. In 1994 his father vanished during Rwanda's horrific genocide, which inspired another massive hit, "Papaoutai" (which means "Dad, where are you?"). His latest album, *Racine Carrée* ("Square Root"), has sold nearly 3 million copies, and

at least one important American has it: Barack Obama, who received a copy from Belgium's Prime Minister in May. Finding a U.S. audience is important to the musician whose mum took him to see James Brown when he was 12 and who grew up worshiping hip-hop. As his career did for him, he hopes to overcome the language barrier with an American audience. "It's a challenge to do exactly the same as English lyrics do [with foreign multitudes]—to touch people who don't understand."

HOMME

Numéro

STROMAE VU PAR PIERRE ET GILLES

KARL LAGERFELD TIRE LES TAROTS

RENCONTRE AVEC LE CRÉATEUR DE THE VOICE

GASPARD ULLIEL TROUBLE LE JEU

VISITE GUIDÉE DE L'EMPIRE LEGO

GRANDEUR ET DÉCADENCE D'UN DANSEUR ÉTOILE

28

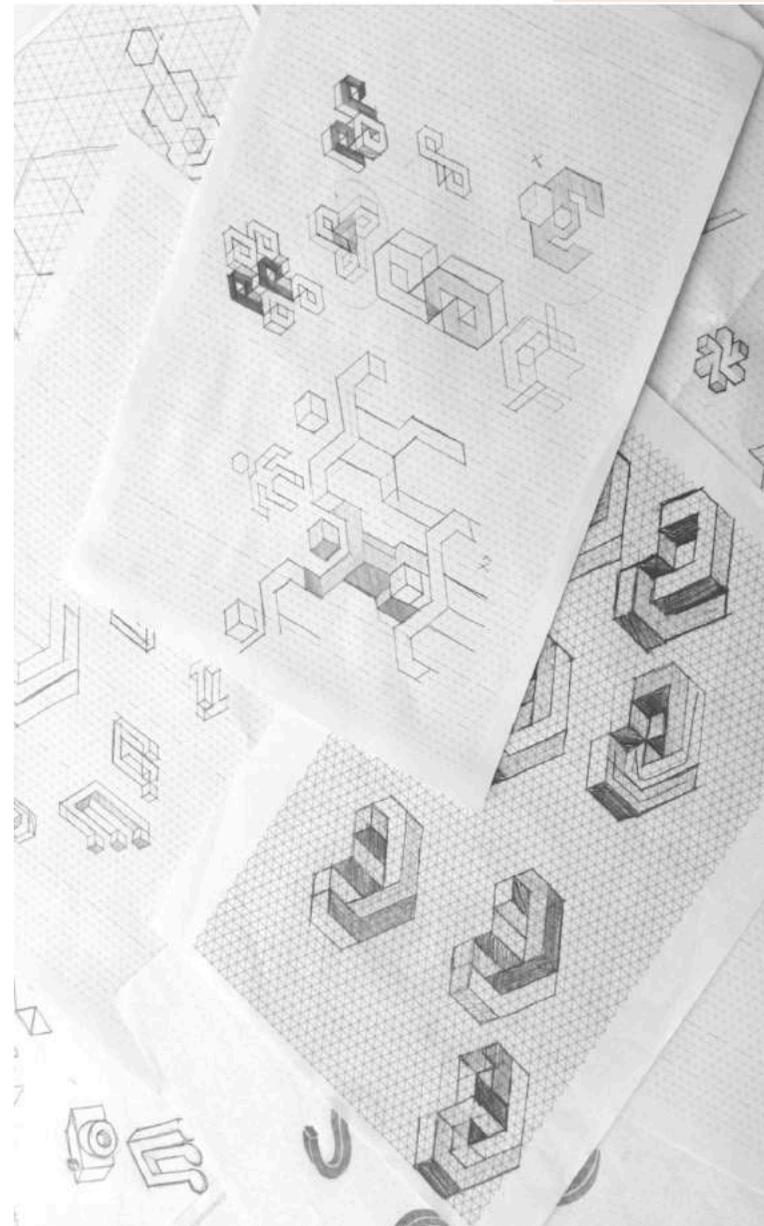
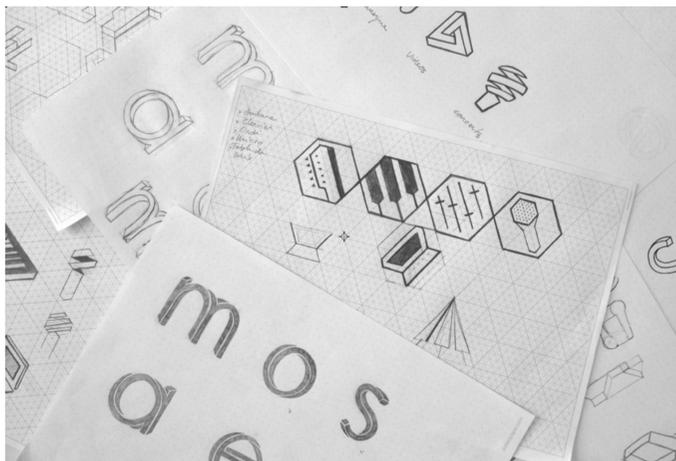
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from music to fashion

In 2012, the Mosaert team met Belgian stylist Coralie Barbier while working on the second Stromae album. This meeting would mark a turning point in the «Stromae» style.

The start of this collaboration was Paul's desire to create stage outfits that combined African wax fabrics with his classical/dandy style. Coralie saw this reflection as an opportunity to go further by creating her own printed fabrics.





There followed a lengthy graphic search by Mosaert, Coralie and the two Boldatwork graphic designers. They were inspired by a number of factors: African wax fabrics, their bright colours and printing techniques, as well as the work of Escher and pavement art. This research led to distinctive visuals that would become the visual signature of every song on the second album.

In 2014, inspired by these visuals and the resulting outfits, the label decided to continue designing and producing clothes, not for the stage this time but for the public.

the mosaert philosophy



Choosing to ignore the schedule dictated by the fashion industry, we design only one collection a year, as a numbered «capsule».

Our unisex clothes are made in limited quantities in Europe and have a colourful, graphic look that is revealed in easily identifiable prints.

In 2018, the label released its first home range to mark its capsule no 5. Bed linen, towels, wallpaper, crockery, cushions and armchairs have now been added to the range of items sold by Mosaert.

capsule 1



capsule 2



capsule 3



capsule 4



capsule 5

in brief



● **top 5 countries for sales**

France
Belgium
United States
Netherlands
Germany

● **key products**

socks
polo shirts

● **average price**

17€ for the socks

from 90€ for the polo shirts

● **no of items/ collections**

between 10 and 20 items

● **target public**

slight majority of women
60% >< 40%
aged between 25 and 55

our collaborations

REPETTO X MOSAERT

Mosaert joined forces with Repetto for its capsule no 4. The result of this collaboration was two pairs of unique, unisex shoes sold online and in different Repetto points of sale in France, Belgium, the United States and Asia.

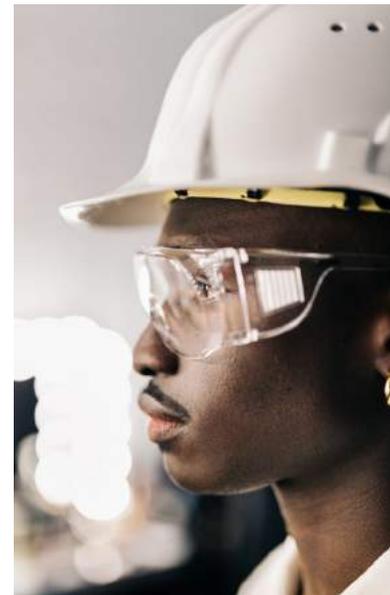


MOSAERT FABRIQUE

In 2018, Mosaert worked with the large Paris store Le Bon Marché Rive Gauche. Together, they designed «The Mosaert Fabrique», an exhibition entirely dedicated to the Mosaert world and to presenting its capsule no 5.

On launch evening, we held our very first fashion show to present the latest collection within the setting of the exhibition. The show was choreographed with the assistance of Marion Motin to an original work by Stromae entitled «Défiler» and was attended by around 2,000 people.

The recording of the event was posted on YouTube and has had more than 5 million views.



from fashion to artistic projects

In addition to a clothing line, the Mosaert label is pursuing other music and audiovisual projects.

As well as musical collaborations between Stromae and other artists, the Mosaert creative team is also starting work on the production and/or artistic direction of videos for other artists.

We have been able to work with international artists who have asked us to produce one of their videos, including Major Lazer for the song «Run Up» ft. PARTYNEXTDOOR and Nicki Minaj, as well as Orelsan («La Pluie» ft. Stromae) and Yael Naim («Coward»).

Mosaert has also signed up to support the official candidature of Paris to host the 2024 Olympic Games. More recently, our team worked on the artistic direction of the video by English artist Dua Lipa, «IDGAF», as well as that of the video by the young American Billie Eilish for her song «Hostage».



coward



run up

paris 2024



idgaf



la pluie

mosaert

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