

THE SOUL:

Mii is an accessories and resort brand founded in 2012 by a French/ Indian designer couple Bapan Dutta and Lucie Bourreau. Their brand is a clever and happy cocktail. In the shaker, they mix their cultures, their know how, the modernity and tradition, humour and poetry, colours, materials and prints, art and literature... The result is fresh, energetic, modern and creative. We smile, we dream, we love, we play... it's definitely a refreshing fashion brand!

THE DESIGNERS:

Everything started with a big trip. Bapan landed in Paris literally from his natal Indian village. An out of ordinary character with a desire to discover the world, a conviction that art will be everything; a loving family that lets him do what he wishes as nothing can stop him anyways, the sales of his watercolor on the streets to finance his very first plane ticket - one-way ticket to France and his arrival at the school of Arts Décoratifs de Paris to study textile design.

The first day of the rest of our lives starts there, on the benches of this prestigious school. We meet each other, we have fun and we create. A happy and recreative multiculturalism. Everything divides us and at the same time everything unites us.

When this ends, we cannot separate from each other, so this time it's Lucie's turn to make the big trip. Direction- India with full immersion! It's the first initiatory trip with laughing and crying, dazzling and disappointment just like anywhere else but even more so as India is a land of contrasts. Lucie starts to work with embroiderers, she experiments, innovates and plays. The collection that is born is astonishing and the press talks about it. The beginning of an adventure is on the way and the heart of Mii starts to beat little by little.

MII TODAY:

Since it's creation, Mii is present in some of the most beautiful boutiques all around the globe : Bon Marché in Paris, Beam's, Bus Stop and Tomorrowland in Japan, Milaura in Milan, Gago in Aix-en-Provence, Solis in Lyon... In 2017/2018 the brand collaborates with the well-known concept store Tomorrowland which asks them to design an exclusive scarf collection.

In the summer of 2017, in addition to the accessories collection, Mii launches the resort collection which immediately gains great success.

The artistic direction of all of the collections is done by Lucie and Bapan. Today they are assisted in print designing by contemporary artist Bérengère Hénin.

In 2017 Mii leaves their workshop in Paris and settles in Brittany so that during their time in France they can find the happiness of creating in front of the ocean.

THE PRODUCTION :

We work with natural fabrics, such as khadi cotton, linen, wool, silk, cachemire and yack... We develop and produce the Mii products in the local way of the village that Bapan grew up in West Bengale where the knowledge of textile is particularly rich. Our products are almost exclusively hand-made, our expertise includes weaving, embroidery, printing, knitting and crocheting. We live in India 6 months of the year in order to be able to work closely with the artisans in our founded workshop.

OUR WORKSHOP

We have made the choice of opening our own workshop to master the whole process from the creation to the production. Knowing the whole of our chain means that we are able to better manage our costs so that the work of artisans is paid for without multiple intermediaries.

Through Mii we wish to put back into place and in front of the scene the ancestral knowledge which was mistreated by nearly 2 centuries of colonization and by fast fashion that is destructive on all levels.

We also wish to participate, on our own level, in the preservation of the textile craft that will otherwise disappear in a couple of decades if nothing is done. The last generation of artisans is still here but the succession won't be assured if their skills aren't valued, organized and modernized. This is what we are working towards, with some errors from time to time but also with one important credo: to go forward, to build, to every day try to do better than the previous one and to put the human at the heart of our production.