



Love Imperfection

by Delphine

PRESS RELEASE



MAASMECHELEN
VILLAGE

'Love Imperfection':
This summer, Princess Delphine
takes over Maasmeechelen
Village, part of The Bicester
Collection



"True beauty includes imperfections. I believe that if we surround people with that positive, inclusive message in a place like Maasmeechelen Village, where they come to shop and feel good, we can make it a reality."

Princess Delphine of Saxe-Coburg



MAASMECHELEN
VILLAGE

From 24 June to the end of August, Her Royal Highness Princess Delphine of Saxe-Coburg, Princess of Belgium, will join Maasmechelen Village for a curated takeover that includes a range of interactive art installations and events as well as The Creative Spot, a pop-up boutique with local emerging designers. Titled 'Love Imperfection', the collaboration is designed to bring art and design closer to the people, and to promote an inclusive message of self-love, empowerment and optimism.

On her collaboration with Maasmechelen Village, the Princess says: "I am very excited about working with Maasmechelen Village. The Village is a destination where people come to enjoy the finer things in life. This offers a unique platform to spread an important message about loving your imperfections and to introduce Belgian art and fashion to a larger audience in new, exciting ways."



MAASMECHELEN
VILLAGE



Interactive art installations and exclusive designs

An internationally acclaimed artist and Belgian fashion icon, Princess Delphine has created an exclusive series of patterns for adorning the Village, including its six-metre-high Manneken Pis transformed into 'Delphineken Pis', and a larger-than-life wishing tree. A mirrored installation, meanwhile, invites guests to reflect on the beauty of their own imperfections.

"I think encouraging people to embrace and love their imperfections is such an important message, whether in terms of looks or life in general," says the Princess.

Nurturing tomorrow's talent, today

As a member of The Bicester Collection, Maasmechelen Village is proud to offer the next chapter of The Collection's 20-year commitment to supporting emerging talent. In this edition of The Creative Spot, Princess Delphine has chosen 10 up-and-coming Belgian creatives to participate in pop-up boutique.

Next to the Belgian designers, The Creative Spot also presents Italian label Themoirè and Nigerian designer Patience Torlowei, two of the finalists of The Bicester Collection Award for Emerging Designers at Camera Nazionale della Moda Italiana's Sustainable Fashion Awards 2022 in Milan.

All of participating designers will be provided free trading and the crucial support and resources needed to grow their businesses, a mission that resonates deeply with the Princess:

"There are so many amazing talents, here in Belgium and around the world, and it's so important to spotlight them. I have been in the arts world for more than 35 years now. I know how hard it is to get started so I feel very strongly about supporting up-and-coming designers."



**MAASMECHELEN
VILLAGE**



Launch celebrations

'Love Imperfection' kicks off on 24 June, when Princess Delphine will visit the Village for a day of music and entertainment for all guests to enjoy. The 'Love imperfection' installations will be present in Maasmechelen Village all summer, until the end of August.



MAASMECHELEN
VILLAGE



Her Royal Highness Princess Delphine of Saxe-Coburg, Princess of Belgium

On the collaboration with Maasmechelen Village:

"I am very excited about working with Maasmechelen Village. The Village is a destination where people come to enjoy the finer things in life. This offers a unique platform to spread an important message about loving your imperfections and to introduce Belgian art and fashion to a larger audience in new, exciting ways."

On supporting emerging designers through The Creative Spot:

"Belgium has so many amazing talents and it's so important to spotlight them. I have been in the arts world for more than 35 years now. I know how hard it is to get started so I feel very strongly about supporting up-and-coming designers."

"I selected designers that do things a little differently and out of the box. Even if what they create is very wearable, there is always this special touch that has managed to grab my attention. I feel like we've curated a unique blend of designers, brands and styles that are very different from one another but that all feel very relevant to me in their own way, and I'm excited to see them all in one place."

On the 'Love Imperfection' theme of the takeover:

"I think encouraging people to embrace and love their imperfections is such an important message, whether in terms of looks or life in general. The beauty is in the imperfections. I believe that if we surround people with that message in a place where they come to shop and feel good, we can make it a reality."



**MAASMECHELEN
VILLAGE**



Delphine Medaouri, Business Director at Maasmechelen Village

On the collaboration:

"It is an absolute privilege to work with Princess Delphine of Saxe-Coburg. This collaboration allows our guests to experience world-class art from up close, to discover emerging fashion designers, and to connect with an artist who is a Belgian art and fashion icon as well as a thought leader."

On 'Love imperfection' as part of the Maasmechelen Village experience:

The Village take-over by Princess Delphine offers a true curation of experience which perfectly complements the five-star services Maasmechelen Village has to offer. Whether it is through hands-free shopping or our concierge services, we always aim to create an unforgettable journey for our guests.



MAASMECHELEN
VILLAGE



For more information and imagery, please contact:

Valéry Gijseberg
Carmen Claes
Sarah Schouteden

VGijseberg@ValueRetail.com
CClaes@ValueRetail.com
SSchouteden@ValueRetail.com

About Maasmechelen Village

Part of The Bicester Collection, Maasmechelen Village brings together a unique edit of the finest brands in Europe for a diverse audience of guests across Belgium, Germany and the Netherlands. Inspired by the architecture of the Limburg region and the heritage of Belgium's Surrealist artists, the Village offers a lively mix of contemporary fashion, international cuisine and seamless shopping services. Discover a selection of fashion and lifestyle brands in more than 100 boutiques, offering up to 60% off the recommended retail price, all year round.

Over the years, Maasmechelen Village has been an active supporter of all things Belgian. Home to a range of Belgian brands, the finest Belgian chocolate boutiques, a signature brasserie, and a larger-than-life Manneken Pis statue, the shopping destination takes pride in spotlighting the heritage of one of Europe's most unique countries.

For more information, visit [MaasmechelenVillage.com](https://www.MaasmechelenVillage.com)



**MAASMECHELEN
VILLAGE**

About The Bicester Collection

The Bicester Collection is a family of 11 distinctive shopping destinations in Europe and China defined by extraordinary experiences while offering remarkable value. The Collection, created and operated by Value Retail, brings together the world's most discerning guests and the world's most renowned brands – often for the first time – on a journey of discovery. The Villages are located close to some of Europe and China's most celebrated cities: London, Paris, Milan, Barcelona, Madrid, Dublin, Brussels, Munich, Frankfurt, Shanghai and Suzhou. Collectively home to more than 1,300 boutiques, The Bicester Collection offers guests an ever-evolving curation of fashion and lifestyle brands, world-famous restaurants, exciting pop-ups, and imaginative art installations throughout the year.

For more information, visit TheBicesterCollection.com



THE BICESTER
COLLECTION™



MAASMECHELEN
VILLAGE



About The Creative Spot

The Bicester Collection is proud to support creativity in the fashion world through its ongoing commitment to Unlock Futures for tomorrow's talent, today. This 20-year initiative has offered mentorship programmes, events, and pop-up boutiques to emerging talents across the globe, enhanced by ongoing partnerships with the British Fashion Council, Camera Nazionale della Moda Italiana, the Royal College of Art and more.

A central facet of the programme is The Creative Spot pop-up boutique. Initially launched at Fidenza Village, Milan, in 2016, The Creative Spot provides crucial support and resources to help fashion's rising stars grow their businesses. Offering unique access to The Bicester Collection's global network of guests, the boutique allows emerging designers to showcase their work amongst the Villages' curated portfolio of the world's most renowned fashion and lifestyle brands, free of charge. Along with additional mentorship opportunities, the boutique offers up-and-coming designers a chance to gain a foothold in the retail world, often leading to further opportunities. In addition to its most recent appearance at Bicester Village in summer 2022, in collaboration with the British Fashion Council, The Creative Spot will 'pop up' at La Roca Village, Ingolstadt Village, Fidenza Village, and Maasmechelen Village in 2023.



**MAASMECHELEN
VILLAGE**



About Her Royal Highness Delphine of Saxe-Coburg, Princess of Belgium.

Her Royal Highness Delphine of Saxe-Coburg, Princess of Belgium, is an Anglo-Belgian artist. She grew up in London and worked there as an artist until 2003 when she moved to Brussels to set up a new studio.

Delphine has earned a voice in the European art world as a non-conformist statement artist and colourist. She is known for creating multi-media artworks overflowing with colour, texture and humour that address universal themes. From painting, video, neon sculpture and an eponymous collection of wearable art, her artworks are vibrant, playful and often inspired by issues of identity, taboo, reputation and privilege. Her explicit use of words and language make her messages very straightforward, while her use of colour and composition leaves room for whimsy and irony.

Over the course of her career, Delphine has embarked on many high-profile collaborations with renowned galleries and institutions to showcase her art and to spread a message of self-love and radical optimism. In 2003 she even took part in the Venice Biennale with "Absolut Delphine" representing Belgium with Wim Delvoye. For the collaboration with Maasmechelen Village, she has created brand-new art that will be showcased throughout the shopping destination.

For more information, visit DelphineDeSaxeCobourg.com



**MAASMECHELEN
VILLAGE**