

01 / THE HOUSE STORY

The people. The point of view.

THE BEGINNING

Achille Maramotti

Achille Maramotti founded the business in Reggio Emilia in 1951 with the goal of producing high-quality women's ready-to-wear. Max Mara became closely associated with refined industrialized tailoring and coats. Anne-Marie Beretta designed the 101801 coat for the 1981 Max Mara autumn/winter collection. The wider Max Mara Fashion Group includes separate brands and lines such as Sportmax, Weekend Max Mara, MAX&Co., Marella and Marina Rinaldi. They must not all be authenticated as if they used mainline Max Mara labels.



From the Sui Generis catalog

FOUNDED

1951

ORIGIN

Reggio Emilia, Italy

WHY THE DETAILS MATTER

For coats, inspect fabric hand, lapels, sleeve construction, lining, pick stitching, pocket geometry, buttons and overall balance against the named model. The 101801 is defined by highly stable proportions, but authentic reissues and short versions mean length alone is not sufficient.

Research and catalog observations are distinct. See the linked sources in this guide. Dates describe the cited records; a last recorded year does not establish a line closure.

An independent educational guide by Sui Generis. Unaffiliated with the featured designer; these references cannot establish an individual item's authenticity.

Names, lines & relationships

Max Mara Parent Fashion Label / Mainline Women's ready-to-wear, coats, bags, footwear, jewelry and accessories.	1951
Weekend Max Mara Sibling brand within Max Mara Fashion Group Casual/lifestyle ready-to-wear and accessories.	
Sportmax Sibling brand within Max Mara Fashion Group Fashion-forward ready-to-wear and accessories.	
MAX&Co. Sibling brand within Max Mara Fashion Group Ready-to-wear and accessories.	
Marella Sibling brand within Max Mara Fashion Group Ready-to-wear and accessories.	

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Names, lines & relationships · continued

Marina Rinaldi

Sibling brand within Max Mara Fashion Group

Women's ready-to-wear and accessories with its own sizing/product identity.

Mainline Max Mara sits within the broader Max Mara Fashion Group alongside distinct sibling brands. Preserve the exact label identity before applying product-code, sizing, material or runway chronology rules.

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A story in chapters

1951

Max Mara

House origins · Achille Maramotti

COLLECTION CONTEXT

Achille Maramotti founded the business in Reggio Emilia in 1951 with the goal of producing high-quality women's ready-to-wear. Max Mara became closely associated with refined industrialized tailoring and coats. Anne-Marie Beretta designed the 101801 coat for the 1981 Max Mara autumn/winter collection. The wider Max Mara Fashion Group includes separate brands and lines such as Sportmax, Weekend Max Mara, MAX&Co., Marella and Marina Rinaldi. They must not all be authenticated as if they used mainline Max Mara labels.

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04 / A WORKED EXAMPLE FROM OUR CATALOG

Read the label. Find the details.



THE COMPLETE ITEM

MAX MARA Size S Purple Textured Pleated Shoulder Shift Dress

Marked size = the item’s original label. As a US company, Sui Generis lists a US size comparison; use the relevant brand/category chart and actual measurements to check fit.

THE LABEL / MARKING DETAIL



01 / WHAT YOU CAN READ

Max Mara

02 / HOW TO USE IT

The main name is readable, while the adjacent small size detail is less clear. Record the name first and request a sharper photograph for the smaller field.

03 / WHAT TO CHECK NEXT

Do not guess the size or line from partially visible text. The full care tag and measurements are needed for a useful material and fit record.

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Research & image credits

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<https://www.vogue.com/fashion-shows/designer/max-mara>

<https://suigenerisconsignment.com/products/max-mara-size-s-purple-textured-pleated-shoulder-shift-dress>

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SIZING / HOW TO READ OUR CATALOG

Marked size & your US size

The marked size is the size printed on the item's original label. Sui Generis is a US company, so our catalog uses a US size comparison to help our customers shop. A US listing size may therefore differ from the number on the designer's tag; it does not change the item's original marked size.

READ THE SIZING SYSTEM

FR or F means French; IT, I or ITA means Italian; JP means Japanese; UK or GB means British; US or USA means United States. D or DE means German. EU (or UE on some labels) denotes a European size where the relevant brand and category chart uses it. French and Italian clothing numbers are not interchangeable, and a manufacturing country does not identify a sizing system.

JAPANESE & BRAND NUMBERED SIZES

Some Japanese designers use their own numbered sizes, such as 1, 2 or 3. These are brand sizes, not automatically US sizes or a universal Japanese conversion. Use the chart for the specific brand, line and item.

MATCH THE CATEGORY. CHECK THE MEASUREMENTS.

When a tag prints several national sizes, retain the brand's own size table instead of substituting a generic conversion. Women's clothing, men's tailoring and footwear need different charts. Letter sizes, denim and accessories also need their own fit information. Compare the original marking, the relevant chart and actual measurements. Vintage fit, alterations and cut can change the fit; a US comparison is a guide, not a guarantee.

If the sizing system or original marking cannot be confirmed from the available photograph, we say so rather than assigning a country or inventing a conversion.

REFERENCE READING

Nordstrom: designer clothing conversion reference

Maison Margiela: category-specific size guide

Yohji Yamamoto: measuring garments

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