



AGELESS STYLE

WORK *Diaries*

Maje artistic director Judith Milgrom takes boho style in an office-friendly direction

THE FIRST THING I do when I wake up is meditate. I live in the 16th Arrondissement of Paris, and mornings are my favorite time of day, with all the natural light streaming in the windows. We're celebrating the 20th anniversary of Maje this year, and I often find myself thinking back to 1998, the year I decided to launch my own collection.

I had been working alongside my older sister, Evelyne Chétrite, for several years on her label, Sandro. Sourcing fabrics from wholesalers was my first summer job in high school. Some might find that a lot of responsibility at 16, but I loved it! At the time French fashion was dominated by luxury brands, and Sandro's offering of high quality and stylish separates was unique in that it embodied that quintessential Parisian tailored elegance at a more accessible price point.

With Maje, I wanted to try something that felt a bit more bohemian and flirtier, more deeply authentic to my own personal style. My first store, on Rue du Four in the heart of St.-Germain, was filled with silk, lace, prints, and vibrant color inspired by my childhood in Morocco, where we lived until I was 10. The Maje woman is resolutely feminine, glamorous, and bold.

I try to meditate for just 20 minutes, but somehow it's always already past 8 A.M. when I look at the clock, so then I'm late and have to hurry up and get dressed! I've always adored peasant skirts and loose tops, but my sister finds it really funny that these days I'm most excited by more structured styles that toy with the masculine-feminine equation, like a button-down with whimsical bug embroidery or a single-breasted blazer that's cut close to the body to reveal a woman's curves.

Like most Frenchwomen, I don't like to wear a lot of makeup, though I am serious about my skin-care routine. Every morning I start with either Sisley Black Rose Cream mask or the Hydra-Flash



Clean slate.
Maje dress, \$470.
us.maje.com.

Mask for 10 minutes, followed by Biologique Recherche moisturizer and By Terry Hydra-Éclat serum. I skip foundation and do just a touch of Face Stockholm concealer and pink Chanel blush. For my eyebrows, I go to a beauty studio that's close to my apartment called Un Jour, un Regard to have them shaped every two weeks without fail.

My driver comes at 8:45, so I pack the things I need for the day in our signature leather frilled M bag. It takes about half an hour to get to the Maje offices on Rue du Mail in the Sentier, which was the city's historic garment district. Today

it's a lively neighborhood filled with interior design shops, which, as someone who loves textiles, I find super inspiring.

After I settle in I quickly touch base with my assistant on all of my important appointments. I drink a lot of espresso and jasmine tea throughout the day. Coffee that comes from a Nespresso machine just isn't the same as you can get from a real Parisian café, so once in the morning and again in the afternoon I'll go down the block to Le Moulin de la Vierge for a double espresso.

Next, I'll meet with my studio manager and each of the four lead designers. I'll review their technical sketches, and I often bring in personal items, like a glazed biomorphic vessel by my favorite ceramicist, Kristin McKirdy, to give direction on shape and color. Music helps me work, so I make playlists on the streaming app Deezer with everything from the Bee Gees to Rihanna and French singers like Françoise Hardy.

I have lunch around 1 P.M., and I've been getting the same takeout order from Takara every day for the past four years: miso soup, seaweed or avocado salad, salmon sashimi, and a side of white rice. It's the oldest Japanese restaurant in Paris and simply the best, but they don't deliver, so I'm fortunate to have an assistant who's willing to walk over to the restaurant to pick it up.



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Tout suite. Maje
blazer, \$445, top,
\$265, and pants,
\$265, us.maje.com.
Jewelry (worn
throughout),
Milgrom's own.

Fashion editor:
Cassie Anderson



FAVORITE THINGS

Maje's Judith Milgrom shares her must-haves

Maje top, \$265

CAFFEINE FIX
"In the course of my day I have at least three double espressos."



WORK OF ART
Kristin McKirdy's sculpture *Untitled*, 2011



DAILY FACE MASK
"My beauty secret is to do a face mask every morning." **Sisley Paris Black Rose Cream Mask**, \$162. shopBAZAAR.com

On a roll. Maje dress, \$570, and sandals, \$345

Essie Gel Couture Nail Polish in Good Knight, \$11.50. essie.com.

HAUTE NAILS
"I love dark red nail polish or a pearlescent color when I'm tan in the summer."

Ulta Beauty Gel Shine Nail Lacquer in Snow White, \$7.50. ulta.com.

Maje sandal, \$345



Maje skirt, \$295