

# JEANPAULKNOTT

Presents

KNOTT so MAD

From 25.11.21 to 31.01.26

## Event Presentation:

25 Years of Creation - An Immersive Retrospective at MAD Brussels (Mode and Design Center)

To celebrate the 25th anniversary of the JEANPAULKNOTT brand, an exceptional event is being organized at MAD Brussels. More than a simple tribute, it is an interactive experience, designed as a celebration open to all audiences, combining exhibitions, performances, fashion, design, photography, architecture, dance, and cinema intertwined in a contemporary scenography.

Location: MAD Brussels  
(Mode and Design Center)  
Place du Nouveau Marché Aux Grain 10, 1000 Brussels

Dates : from the 25th of November 2025 until the 31st of January 2026.

## Event objectives:

- Celebrate Jean-Paul Knott's unique artistic approach.
- Highlight its iconic collaborations: Bejart Ballet Lausanne, Gueen Kong, Aki Kuroda, Julian Cerruti, Cathy Coes, La Redoute, Jacques Weemaels Tomorrowland Japan, Cerruti, Delvaux, Dim, Krizia Milan, Mercedes, BMW, Val Saint Lambert ...

Jean-Paul Knott, a Belgian designer born in 1966, founded his eponymous fashion house in 2000 after a prestigious international career. A former collaborator of Yves Saint Laurent, he worked at Krizia, Louis Feraud, and Cerruti, and created numerous collections and collaborations for the major fashion houses and ready-to-wear. Today, JEAN-PAULKNOTT embodies timeless, refined, and sustainable fashion, distributed in more than 50 points of sale in Europe, more than 200 in Japan, and has a flagship store in Brussels and Tokyo. The brand makes a point of producing locally, in Belgium, using exclusively European materials.

To celebrate the 25th anniversary of JEANPAULKNOTT, we are pleased to invite you to discover an exceptional event to be held at MAD Brussels from November 25, 2025 to January 31, 2026. Designed as an immersive and multidisciplinary retrospective, this event will highlight 25 years of creations, artistic collaborations, and international projects by Belgian designer Jean-Paul Knott.

+32 2 514 18 35 I [contact@jeanpaulknott.com](mailto:contact@jeanpaulknott.com) I [www.jeanpaulknott.com](http://www.jeanpaulknott.com)