

15 Fashion Brands to Track in 2018 Because You'll Be Shopping Them Before You Know It

January 8, 2018 by [MARINA LIAO](#)

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6 Maison Atia

Maison Atia makes faux fur coats that look and feel almost like the real thing. Partners Chloé Mendel and Gustave Maisonrouge are committed to creating glamorous yet wearable designs, and from the looks of it, fans are hooked. Gigi Hadid [debuted one of the label's coats last year](#), so you know it's only a matter of time before more It girls get their hands on one.



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Our Pick:

Maison Atia coats are reversible, like this [blush pink "Augustine Fleur" peacoat](#) (\$1,175).