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PRESS RELEASE

AMERICAN VINTAGE LAUNCHES ITS FIRST LIFESTYLE LINE

After our women's, men's and kids' lines, American Vintage is now dressing... your interior too. From kitchen cupboards to bathroom nooks and crannies, our pieces are making their way into new aspects of life. Delve into of our first Lifestyle collection, inspired by the Mediterranean.

AN OBVIOUS NEXT STEP

Since its inception in 2005, American Vintage has unveiled many of men's, women's and unisex clothing collections. Last year, we introduced around thirty new ready-to-wear pieces for cool kids. This season, tea towels, bathrobes and other accessories are making their debut.

"We had already begun the process of expanding our collections to the home with the design of our stores. We wanted to continue to convey our values and mindset, and establish American Vintage as a nomadic brand that you can take anywhere."

- Pauline Savignet, American Vintage Stylist

ONE CAPSULE COLLECTION, FOUR NEW LINES

Inspired by the Mediterranean, where AMV is based, the new collection features two components dedicated to two different atmospheres in people's homes. First, the kitchen, with a tablecloth, tea towel, apron and picnic blanket. Then the bedroom and bathroom, with a bathrobe, towel sets and a guest towel.

The materials Natural fabrics inspired by fashion pieces, with honeycomb knit, cotton gauze and twill come in bright colours, like fluorescent pink, and more natural tones like ecru and heather grey, all embodied in four new lines: REVACK,

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ZIKI, KOUKOUBAY and TIRA. The clothing from the capsule collection comes in loose, comfortable cuts, leaving lots of room for movement.

“Tablecloths for sharing, picnic blankets for enjoying the fresh air, robes for relaxing and aprons for cooking. This capsule collection was designed for simple living.”

- Pauline Savignet, American Vintage Stylist

ENVIRONMENTALLY RESPONSIBLE

Of the 12 new items, 5 are made of 100% organically grown cotton and the entire range was made in Portugal and Morocco, while 50% of the materials were woven in Italy and Portugal. In this way, we are taking our CSR commitments beyond the American Vintage wardrobe.

Discover the American Vintage Lifestyle collection online and in a selection of stores, starting in May.

Essential back story:

Michaël Azoulay founded the American Vintage brand in Marseille in 2005, inspired by the United States. He had been struck by the vast open spaces and the relaxed atmosphere they create, and decided to redesign that most timeless basic, the T-shirt. The collections have grown season by season, structured around increasingly detailed pieces. American Vintage now offers men's, women's and children's ranges, where colours and materials, the brand's DNA, generate excitement.

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