

American Vintage

!!! UNDER EMBARGO UNTIL 04/27 !!!

AMERICAN VINTAGE
CELEBRATES ITS
20TH BIRTHDAY



1 YEAR TO JUMP IN.

YEARS TO EXPERIMENT.

YEARS TO GO FOR IT.

YEARS TO RAISE THE BAR.

YEARS TO BUILD A SUPPORT BASE.

YEARS TO FORM A COMMUNITY SPACE.

YEARS TO EMBRACE OUR DIVERSITY.

YEARS TO RENEW WHO WE ARE.

YEARS TO REAFFIRM OUR IDENTITY.

YEARS TO HAVE FUN.

11 YEARS TO INSPIRE EVERYONE.

12 YEARS TO FILL LIFE WITH COLORS AND SUN.

13 YEARS TO CHANGE FASHION INTO VALUES WE CHOOSE.

14 YEARS TO SPREAD OUT AND GO FAR.

15 YEARS TO EXPLORE IT MORE.

16 YEARS TO POOL OUR SKILL SET.

17 YEARS TO BE COOL AND TIMELESS.

18 YEARS TO LEARN AND GROW.

19 YEARS TO DRESS ADULTS AND KIDS IN THE KNOW.



20 YEARS TO CELEBRATE AND, AS
ALWAYS, TO CONTINUE TO CREATE.

YEARS

SINCE 2005 WORLDWIDE HOUSE OF COLORS 

American Vintage

HAPPY BIRTHDAY AMV!

MICHAËL AZOULAY,

FOUNDER AND CEO OF AMERICAN VINTAGE



A WARDROBE FOR LIFE

Our story began in 2005. Firstly, with an exclusively feminine wardrobe and one key item: the white t-shirt. Available in a range of cuts, it is the standard-bearer for a comfortable, timeless wardrobe. From 2008 onwards, men's clothes made an appearance, completing a unique style that would become our signature.

Over 20 years, our brand, American Vintage, has stood the test of time. Today, it has a relationship with its audience at a time when the digital world is playing an increasingly important role. This development has enabled us to establish ourselves in France and internationally. First in Europe, then quickly in the United States and Asia through wholesale and then retail. With 138 own-brand stores, 34 corners, 21 outlets, 19 affiliated stores and 1,500 retailers, American Vintage is present in more than 20 countries around the world.

"American Vintage is not fashion. It's a lifestyle. An uninhibited relationship with the world. A style for everyone. Since 2005, we have been creating super-accessible outfits."

- Michaël Azoulay, founder and CEO of American Vintage

A WARDROBE FOR LIFE

The world may have changed, but our ambition to dress the whole family has remained the same (since 2022, cool kids have had their AMV wardrobe too). What lies at the heart of our creative process? Fabrics and colours. Over the years, bold prints, printed logos and patches have become increasingly significant, finding their place in our collections.



STRONGER AND STRONGER COMMITMENTS



Since its beginnings, American Vintage has designed well-cut, unisex essentials to wear all year round and carry forward season after season.

2023 marked an important turning point: we obtained our first labels for our fabrics from ECOCERT GREENLIFE - 279937.

In 2024, a new range made its début in the American Vintage collections: RAXOW. It features 60 to 71% RWS* wool.

Products labelled Responsible Wool Standard (RWS) are made with wool from farms that have been recognised and certified for good animal welfare and land management.

In 2025, AMV is extending its RAXOW range and working on a second family of RWS products.



*SARL AARON (American Vintage) is RWS certified by ECOCERT GREENLIFE - 279937. Only products with the RWS logo are certified.





2006

Launch of our first spring-summer collection with the iconic MASSACHUSETTS t-shirt.

2007

The first American Vintage store opened in Marseille, rue Sainte.

2008

First European store in Madrid, Calle de Jorge Juan. That same year, we launched our menswear collection.



2009

First openings in Paris, rue des Francs-Bourgeois and rue Tiquetonne. That same year, the American Vintage head offices opened in Signes, between Marseille and Toulon.

2010

After Madrid and Amsterdam, we continued our international expansion with the opening of our own-brand store in Tel Aviv.

2011

American Vintage expanded its knitwear, fleece and denim ranges for an increasingly complete wardrobe.

2012

Our first opening in Hong Kong at the IFC Mall and inauguration of our first store entirely dedicated to menswear in Marseille, on rue Sainte. The same year, we exceeded 50 million euros in turnover.

2013

American Vintage went online and began developing its community on its Instagram account.

2014

With some forty own-brand stores around the world, we continued our retail growth with plans for 20 new openings a year.



2015

I'm 10: we celebrated our 10th birthday and called on 10 designers for a capsule collection at the crossroads of fashion and design.

2016

Our new website was launched, available in 20 countries.

2017

We launched the Men Instagram account dedicated entirely to menswear.

2018

We exceeded 100 million euros
in turnover.

2019

Creation of the AMV Camp, an
integrated training school.

2020

Opening of our first store in the
United States in the Nolita district, New York.



2021

American Vintage launched on TikTok and the
Chinese social media platforms WeChat and
Xiaohongshu.

2022

Launch of the children's collection
Just for Cool Kids.

2023

We were awarded our first labels for our clothes
from ECOCERT GREENLIFE -279937, confirming
our environmental efforts and commitments.

2024

First store opening in China, at the Réel Mall in Shanghai. That same year, we launched the first range of RWS-certified products with the RAXOW* line. Products labelled Responsible Wool Standard (RWS) are made with wool from farms that have been recognised and certified for good animal welfare and land management.

2025

20 YEARS 🎂

We are celebrating our 20th birthday and launching a spring-summer and autumn-winter birthday collection.



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A UNIQUE ANNIVERSARY COLLECTION

For months, American Vintage's Style, Product and Pattern-Making teams have been preparing a unique collection to honor the 20th anniversary of the Marseille brand. Olivier Richaud and Céline Jeandaine, the Men's and Women's Collection Managers, explain their processes and inspirations.

How was this collection created?

We wanted to mark the occasion and... have fun! The moodboard for this collection is a bit different from usual. We explored new paths and creative directions while aiming for a "wow" effect with the cuts, materials and finishes. The idea was to do something a little offbeat and make a lasting impression. We also worked extensively with prototypes and adjusted them several times until we achieved exactly what we wanted.

When will we discover the 20 YEARS collection?

The 20 YEARS spring/summer collection will arrive in April, and the autumn/winter version will drop in September in a selection of stores worldwide and on our website.

A UNIQUE ANNIVERSARY COLLECTION

What about the colors?

At first, we wanted to focus on shades of ecru, off-white, grey or heather charcoal grey. Naturally, the palette expanded, sometimes with soft hues (blue, celadon, butter, pastel pink) and sometimes with deeper ones (midnight blue, burgundy, brown, khaki) or vibrant ones (grass green). Always with our famous subtle touch, of course!

If you had to sum up this collection in a few words, what would you say?

Can I give you four words? I'd say: patches, logos, maximalism and unisex. Because we wanted to blow out our 20 candles in style, we created a series of very distinctive logos. We made the most of this opportunity to try different techniques: a woven label, prints, jacquard.





2025

IN 4 ~~KEY STAGES~~



A DOCUMENTARY

For nearly four months, German film-maker Nicolai Fischer followed our founder and CEO Michaël Azoulay on a journey through France and around the world.

Together they travelled to Marseilles, Signes, Paris, Los Angeles, Antwerp, London and Brussels. In all these destinations, they met the stars of American Vintage's 20-year history. On the programme: company's origins in Marseille, the very first offices, the first stores, key moments and a trip to the United States. The result? An authentic documentary, available on our website and social media from April 2025.



BEHIND THE SCENES

Commitment has always been at the heart of American Vintage's thinking.

To celebrate the brand's 20th birthday, our teams visited 11 partner factories in 4 of the 5 countries where the collections are made: Portugal, Tunisia, Morocco and Bulgaria.

In these videos called the 'AMV Factory Tour', we meet the people who represent the essence of our label. We learn about their expertise, their stories of friendship and experience moments their lives with them.

Designed as a journey around the Mediterranean, these short videos give us behind-the-scenes insights into how the brand's essential products are made.

The project will be launched on the AMV website and our social media platforms on 16 March 2025. Stay tuned!



AN INTERNATIONAL BIRTHDAY TOUR

This year, we decided to celebrate our 20th anniversary in six cities. A great way to mark the occasion and celebrate everything that makes up our brand's DNA.

Original events have been planned for each destination.



PARIS

STOP #1

In the French fashion capital, the birthday collection will find its groove in an original and surprising immersive space.

During this special evening, the 20th anniversary documentary will also be shown, followed by a DJ set to really get the party started. Finger food, clinking glasses, a T-shirt customization workshop, goodies and surprises: the entire evening will showcase the AMV lifestyle.



LONDON

STOP #2

In London, we're throwing a party in the AMV store in the famous Covent Garden neighborhood.

Dancers and performers dressed in AMV colors will present the 20 Years collection in a live show. As for the guests, they won't leave empty-handed...

AMSTERDAM

STOP #3

In Amsterdam, fashion goes hand in hand with art and design.

Our guests can (re)discover the 20th anniversary documentary and experience the joyfully celebrated essence of the brand. And a high-energy DJ set will get everyone dancing!





LOS ANGELES

STOP #4

In Los Angeles, the event will take place between Abbot Kinney Boulevard, where our store will turn into a pop-up disco, and Venice Beach, where guests can enjoy a live performance and DJ set.

Who is headlining? Stay tuned: you won't know until the big day.



SHANGHAI STOP #5

In Continental China, the event will reflect the energy of the country in a real ode to movement.

Dance performances will set the tone of the evening. Before leaving, guests can discover exclusive goodies, personalized to celebrate this 20th anniversary.

MARSEILLE

STOP #6

Saving the best for last.

American Vintage returns to its hometown to end the celebrations with a splash. On the program: a hybrid space promising an immersive experience, a presentation of the collection, a dance demonstration, a screening of the documentary film and... a closing party with a DJ set.





12 MONTHS OF EVENTS...
IN STORES AND ONLINE



To celebrate our twentieth birthday, the American Vintage family invites you to come and enjoy a coffee in one of our 28 stores. The perfect opportunity to talk about the brand and its 20th birthday.

In a selection of cities around the world, balloons will be handed out and competitions organised with a whole host of surprises up for grabs. Customers will also be able to pick up the birthday edition of the AMV Newsletter in stores.

The festivities will also continue online, between April and December. On the 20th of each month, 20 winners will have the chance to win 20 YEARS gifts by entering competitions on social media and the AMV website.

WHAT'S NEXT?

New store openings

By 2025, we will have opened no fewer than 3 shops in the United States (Palo Alto, Los Angeles and Boston), 2 in Hong Kong and 9 in China (Ningbo, Beijing, Wuhan, Shenyang, Shanghai, Chengdu, Suzhou and Hangzhou).

We are also continuing to strengthen our presence in Europe, with openings in the UK and the Netherlands, Spain and France. To celebrate this 20th birthday, the historic stores of Marseille Davso, Paris Vieille du Temple, Paris Tiquetonne and London Marylebone will be renovated with a brand-new look.





BRAND-NEW PROJECTS
ALL YEAR ROUND



1# AN AMV WOOF CLUB AT THE BON MARCHÉ RIVE GAUCHE DEPARTMENT STORE

Women, men and kids already enjoy our fabulous clothes. And now we have items for our favourite four-legged friends. From 6 February to 23 April, American Vintage will be at the Bon Marché department store for the "Je t'aime comme un chien" exhibition: an opportunity to present our capsule collection for dogs also available on the [website](#).

2# AN EXCLUSIVE COLLAB AMV X TOPOLOGIE

This year, our brand is teaming up with Topologie.

At the beginning of September, a brand-new line of accessories and clothes will be available online and in selected AMV and Topologie stores in Europe, Asia and the United States. A very limited edition collection... So keep your eyes peeled!





3# NEW SPORTS COLLECTION

With us, sporting challenges are all about team spirit.
For the most active out there, in September we are launching
a unique technical collection.
The AMV lifestyle is in full swing this year.

American Vintage