

American Vintage

AUTUMN-WINTER 2025



As the days grow shorter and outfits get thicker and warmer, American Vintage unveils its Autumn-Winter 2025-2026 collection. A season that gives pride of place to softness, volume and Sartorial intuition, without ever betraying its DNA. Snug materials, layering and an ultra-sensitive palette: a wardrobe of contrasts, designed to be part of every moment.

A SEASON OF IMMERSION

Materials remains central for Autumn-Winter 2025-2026. From brushed jersey to merino wool, each item invites you to slow down. The COSY essentials are back, revisited in Burgundy and Mineral Taupe, with extra-long coats and wide-leg trousers with pronounced pleats. On the denim front, JOY has been expanded with a version in raw washed denim and a frosted Ice Grey shade.

"The autumn-winter season at AMV enhances every sensation: this season, we're exploring new depths without giving up on simplicity. Tailoring becomes a second skin, and the colours express as much as the shapes."

- The American Vintage style team

BETWEEN MINERAL TAILORING AND FREE STYLE

Three worlds, three energies: the women's wardrobe speaks for itself. First and foremost, *Cosy* is an elegant refuge. Comforting styles, felted-effect knits, long loose coats and flowing trousers with pleats redefine the contours of calm elegance. Burgundy meets Concrete Grey, while a soft Camel beige warms things up. It's comfort in its most refined form.

Then comes *Office lab*, a tribute to the 90s working girl - in an ultra-contemporary version. Clean tailoring, assertive lines: white shirts with structure, mini and midi skirts provide rigour. Colours? Slate Blue, Light Anthracite and Ice Green shake up the neutrality of the wardrobe.

Finally, the collection takes a bold step forward with *Glastonbury*: arty layers, mixes of textures, vintage prints and vibrant colours. Outfits that break free of codes and embrace a *mix & match* approach. The style becomes a narrative, almost a diary. Frosted mint, burnt orange, neon pink: colour is all here.

THE WINTER DOLCE VITA, SPREZZATURA VERSION

The men's collection explores these contrasts with nonchalance. Autumn-winter is written like a day in the life of a southern town, with sharp tailoring and casual sportswear.

It's 7:04 AM, and time for coffee. The AMV man is always well dressed, but never stiff. Straight blazer, high-waisted trousers, ribbed zip-up knit: the emphasis is on natural elegance. The colour palette? Midnight Blue, Greige and a few dashes of Terracotta.

It's 7:56 PM, and time for a bit of spontaneity. A loose sweater, a light down jacket and corduroy trousers. Shades range from Smoky to Deep khaki, with a lively nod to Fluorescent Orange. The style is instinctive, revealing sprezzatura in its most contemporary form.

More than a wardrobe, American Vintage is offering a rhythm this winter: that of bodies in motion, days stretching out into the evening and outfits effortlessly composing their own language.

ABOUT AMV:

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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