

American Vintage

SPRING-SUMMER 2024 CAMPAIGN



For its Spring-Summer 2024 campaign, American Vintage is heading to the capital of Spain. We went to Madrid to immortalise the 21 looks that capture the essence of the Marseille-based brand this season. Here, it's all about colours, hugs, sunshine, summer rhythms and life, AMV-style.

HELLO MADRID

With its eclectic architecture, cosmopolitan population, and dynamic city centre, Madrid is vibrant, just like us. Derived from the Arabic word “majrit”, Madrid is the “city of a thousand streams” that (almost) never sleeps, except at siesta time. It’s a place where people meet, embrace and get to know each other. And the streets of the capital are the setting for the new AMV campaign.

21 FACES TELL THE STORY OF AMV

For this collection, American Vintage invited Madrid-based photographer Pepe Lobez to capture this season’s 21 looks. Using ordinary people off the street as models, the photos once again highlight the label’s authenticity. Julieta, Bilbo, Ichi and Roque are some of the new AMV faces, aged 3 to 99, who posed with style for the camera in prints, stripes, and colours.

“At AMV, we don’t have a “face of the brand”, so we choose people who look like us, in real life. Street casting has become something of a signature for us, a portrait gallery of sorts that grounds our lifestyle pieces in movement, with authenticity.”

— Jenny Lazzarelli, Image Director, American Vintage.

A CAMPAIGN FULL OF EMOTION

This season, American Vintage has drawn inspiration from the sun and colour to create a summer wardrobe that can be worn from morning to night. Mirroring the pastel building facades of the capital, AMV has created a collection of printed, nuanced pieces that you’ll never want to take off. Keeping with its retro vibe, the Marseille-based brand has kept things fresh, playing with both futuristic and timeless cuts, materials and colours.

“This season brings together different styles that all play off each other. The collections continue to be colourful with a touch of retro, and some more technical pieces for every occasion. Playful, vibrant and always carefully crafted: that’s the brand’s DNA.”

- Olivier Richaud, Men’s and Women’s stylist at American Vintage.

AMV FOR ALL

Men, women, and children: American Vintage dresses the whole family, friends, lovers and strangers alike. Our essentials can be constantly reinvented to suit your every mood, and most pieces are unisex so you can mix and match to your heart’s content, for any occasion.



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.

JOIN US!

