

American Vintage



SPRING-SUMMER 2025 BY AMERICAN VINTAGE

As American Vintage prepares to celebrate its 20th birthday, the brand is unveiling a new Spring-Summer 2025 collection that's more relevant than ever. A reinterpretation of its iconic DNA, with flowing shapes and original colours.

A NEW LEASE OF LIFE

As with every season, fabrics are at the heart of the collections - including denim, 50% of which is produced in a specialised Tunisian factory. JOY has two new washes while UZA has been reinvented in khaki and purple. Stripes can be found in both men's and women's outfits, for both indoors and out.

"The colours of the Spring-Summer 2025 collection are striking. Natural colours are still there, now combined with highly coloured elements that are as bright as they are sunny. We have a multi-faceted wardrobe that will appeal to everyone."

- The American Vintage style team.

A WOMEN'S WARDROBE THAT SMELLS OF SUMMER

The sun is (finally) back, and with it the desire to take time out. For women, there are three worlds for the season. Firstly, the athletic look, redesigned here with feminine touches. Aqua stripes mingle with powdery shades, from Baby to Ballerina pink, Lilac and Aura blue.

Then it's on to the ultra-coloured supermarket shelves. Saturated to the extreme, colours are transformed: red becomes Volcano, yellow turns fluorescent Mimosa and blue is a heather-like Paradise. Here they appear in soft clothes that also feature three new striped prints, some marl grey and strawberry red, others fluorescent yellow and purple.

Finally, the library core style has an ideal wardrobe for reading: from mid-length cycling shorts to V-neck knits. Comfortable? Absolutely.

MENSWEAR: BETWEEN LA DOLCE VITA AND THE TENNIS COURT

For men, the themes are broken down to suit the time of day. What could be better than a morning workout? Here, royal Blue meets soft Greige in clothes you can wear for running (but not just running).

At 11am, we head for the library after putting on a Scarlet zip-up knit and a pair of Darkness black shorts. And the work outfit? It's been reinvented: more modern, in a neutral palette (Khaki, vintage Black or Polar Melange), with touches of fluorescent Fire. *So chic!*

The day ends with an *aperitivo*, the perfect opportunity to wear clothes that evoke the warmth of Italy in summer.



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!

Sophie Carrée PR press@sophiecarree.be