

American Vintage



SPEND VALENTINE'S DAY IN AMERICAN
VINTAGE

This season, AMV celebrates Love with a capital L in the company of Gaspard and Olga, a young couple from French towns of Cannes and Nîmes. The Marseille-based label follows them through the streets of the French Riviera.

THE CAMPAIGN

Gaspard and Olga are a couple in life and behind the camera. American Vintage first met them for the Spring/Summer 2025 campaign and caught up with them again on the French Riviera for a photo shoot that says "yes" to love - real love.

For several seasons now, American Vintage has been revealing strong personalities in its open castings, people who are not professional models. Couples, friends, families, kids... There are so many ways of wearing clothes and living in them.

"Used to celebrating love, this year we wanted to showcase a couple we already knew. We love the energy of Gaspard and Olga, who make a fresh and mischievous couple."

- Jenny Lazzarelli, Creative Director at American Vintage

THE WARDROBE

Matching GOZZY trench coats, sleeveless HOKTOWN fleece and JOZASTREET denim dungarees: in the Cannes sunshine, the couple stroll hand in hand. The soft fabrics showcased echo a sincere and genuine love. Designed to be anchored in the here and now, the outfits become the comfortable uniform of a universal sentiment.



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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