

## ENGLISH VERSION - NEWS en 5 LIGNES

### **D.I.F.J. – The journey is the destination.**

A new chapter: *Demain, il fera jour.* becomes **D.I.F.J.**

A simpler, more abstract acronym, designed for an international audience.

Seasons are over: from now on, each drop tells a story.

The latest winter collection draws its aesthetic from a dystopian urban future, where sharp cuts, Japanese fabrics, and 100% French manufacturing come together in style.

The system is running out of breath. We, on the other hand, are breathing better than ever.

**The system runs out of breath. We, on the other hand, are breathing better every day.**

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## PRESS RELEASE

### **D.I.F.J. — The journey is destination.**

Since its creation in 2010, *Demain, il fera jour.* has been more than just a name: it's the phrase you whisper when everything feels uncertain, but you keep moving forward anyway. Today, the brand enters a new phase. It becomes **D.I.F.J.** — a natural evolution, crafted to connect with a growing community beyond the French-speaking world. A name that's more abstract, more powerful, yet true to its original message.

For us, fashion has never been the goal in itself. What matters are the stories that clothes tell: loneliness in the city, the nights when we hold on, the everyday gestures that become rituals of resistance.

**D.I.F.J.** doesn't sell feel-good. It offers a raw, intense, powerful, and alive style.

That's also why we're saying goodbye to seasonal collections.

From now on, each drop will be a chapter, a story, a mood.

The first tale of this new era closes the previous cycle: **Winter 2025**. The inspiration? A kind of urban sci-fi elegance — somewhere between *Blade Runner* and 80s military wardrobes. Clean cuts, strong silhouettes, and above all, clothing designed as elegant armor: to move forward without ever freezing.

This rebirth also marks the arrival of a new designer, now heading the **D.I.F.J.** studio.

She prefers to remain anonymous. We hope she changes her mind.

Her work signals a major evolution for the brand: more fashion-forward, more precise, with structure and maturity in every piece.

This isn't a revolution. It's the next chapter in our story.

The system is wearing out? We keep going — breathing a little easier every day.

**D.I.F.J. Since 2010.**

**D.I.F.J.**

*Making the journey our destination.*

### **Points de vente :**

- PARADIS (Brussels, BE)
- JANE DE BOY ( Cap Ferret, Bordeaux , FR)
- TAXIDI (Tinos Island, GRE)
- BAYCREWS (Tokyo, Kyoto, JAPAN)
- TOMORROWLAND (JAPAN)

### **Online :**

- <https://demainilferajour.com>
- <https://paradis.digital>

### **Instagram :**

@demain\_ilferajour