

Demain,

il fera jour.



PRESS KIT 2024

Making the journey our destination.

DNA - Demain, il fera jour.

Demain, il fera jour. is more than a clothing brand.

It is a message, a phrase evoking the highs, lows and the will to always keep moving forward. The second half of the eighties and nineties is an era in which Demain's fashion sensibilities find their roots. At the helm is art director David Carette.

The brand's DNA being infused with this quest for resilience, the spirit of ***Demain, il fera jour.*** draws his inspiration from a time when artists defied conventions and creativity flourished.

The work of Jean-Michel Basquiat, the rythms of the Beastie Boys, the graffiti of Keith Haring and Futura 2000 encapsulate a philosophy born during Carette's formative years, symbolising an era of art and struggle. The expression of a life force that resonates deeply today in the creations of the brand..



BRAND IDENTITY

Demain stands out in the world of «contemporary dressing» with its unique blend of urban flair and sophistication. Always on the edge, the brand reflects the vibrancy of city life.

From day to night, Demain effortlessly caters to the modern urbanite, offering versatile style for any occasion. Whether paired with tailored separates or casual denim, ***Demain*** pieces radiate effortless chic, capturing the essence of city living.



ABOUT DAVID CARETTE

Born in Brussels, Belgium, in 1972, David Carette embarked on a multifaceted artistic journey fueled by his passion for photography and set design..

Inspired by cinema, his works transcend imagery, weaving post-modern narratives through collaborative efforts. Each frame brims with narrative depth, capturing untold stories.

Today, based in Brussels, Carette continues to shape narratives that transcend time, as a storyteller cemented in his unwavering dedication to the craft, dark humour, beauty and meaning.



FACT SHEET

Founder
David Carette

Based in
Brussels

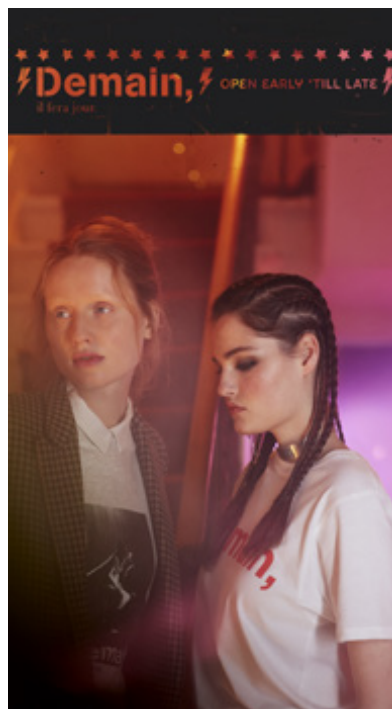
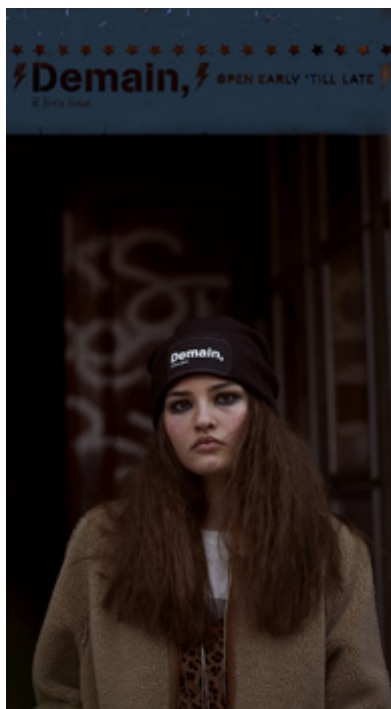
Founding date
2011

Made sustainably in the
EU (currently FR and BE)

Price range
60 - 150 €

Website
demainilferajour.com

Instagram
[@demain_ilferajour](https://www.instagram.com/demain_ilferajour)



STOCKISTS

PARADIS

Belgium
Brussels

COMPTOIR 102

UAE
Dubai

Le Petit 29

France
Saint Malo

MG8

France
Saint-Jen-De-Luz

BAYCREWS

Japan
Tokyo

VESTIBULE

Swiss
Zurich

JANE DE BOY

France
Bordeaux

LAZZARA

France
La Rochelle

TAXIDI

Greece
Tinos

DAYS 'N DAYS

Japan
Tokyo

TOMORROW LAND

Japan
Kyoto



CONTACTS

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Demain, il fera jour.

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