



APPOINTED
A GUEST MEMBER OF
THE PARIS HAUTE
COUTURE WEEK CALENDAR

◇ Paris, 29 avril 2024

ArdAzAei is proud to become a guest member of the Paris Haute Couture Week calendar and to present the Maison's upcoming collection on June 27th 2024 at the Musée des Arts Décoratifs.

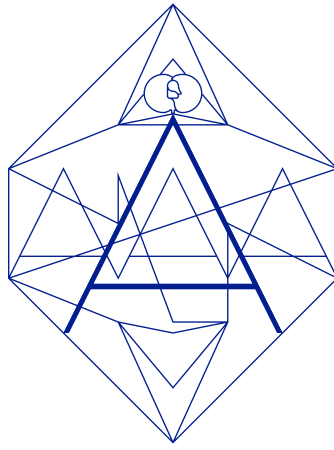
◇ Founded in 2018 by artistic director Bahareh Ardakani and her partner in Stockholm, ArdAzAei is an exploration of beauty beyond the seasons, offering responsibly produced, timeless couture and prêt-à-porter.

«I am extremely proud, grateful and honoured that ArdAzAei has been invited to become a guest member of the Paris Haute Couture Week calendar. Since the beginning, I have worked very hard to establish the Maison, a challenging and exciting process that I have managed with a sincere and determined vision. I have followed my dream and this recognition is indeed a prestigious proof that dreams do come true».

— Bahareh Ardakani

◇ ArdAzAei's guest membership in the official calendar of Haute Couture week, joining a very exclusive group of esteemed houses, is a recognition of the Maison's efforts to combine traditional savoir-faire with new technologies. Innovating through bespoke organic fabrics and handcrafted collections, ArdAzAei collaborates with Entreprise du Patrimoine (EPV)-awarded and the Global Organic Textile Standard (GOTS)-certified ateliers in France.

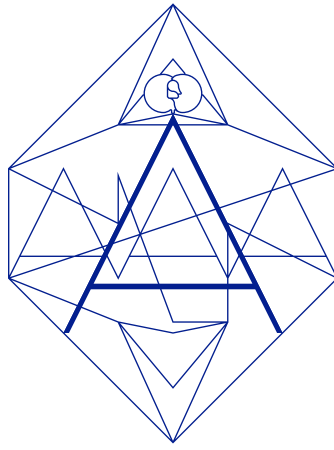
◇ With an aesthetic that blends Scandinavian modernism, Persian heritage and French savoir-faire, ArdAzAei's design philosophy is inspired by the artistic director's encounter with the sublime while studying gemmology: the revelation that the outer radiance of a gemstone is a reflection of its inner life. Ardakani applies this view so that each ArdAzAei piece is a reflection of the care that has gone into its construction and details.



- ◇ Ardakani spent four years establishing manufacturing processes and evaluating textile suppliers before presenting ArdAzAei's first collection, *Midnight in the Persian Garden*, an ode to nature articulated through evening wear and tailoring, at the Musée des Arts et Métiers in Paris in July 2022.
- ◇ The following year, ArdAzAei presented *The Diffraction of Light* at the Musée d'Art Moderne de Paris, a study of luminescence interpreted through techniques of smocking, pleating, embroidery and appliqué.
- ◇ Both couture collections have informed ArdAzAei's *Souvenirs prêt-à-porter* collections, the latest of which is made entirely from organic fabrics, including 26 GOTS-certified pieces – the industry's most rigorous assessment of a design's environmental and socio-ethical impact – alongside a vegetable-tanned leather capsule.
- ◇ At the beginning of 2024, ArdAzAei established its atelier in the centre of Paris on rue Saint Florentin, close to the esteemed artisans and Métiers d'Art with whom the Maison regularly collaborates.

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Bahareh Ardakani. Photo: François Goizé.



ArdAzAei Couture 2023. Photo: Julien Martinez-Leclerc.



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Images available for press

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