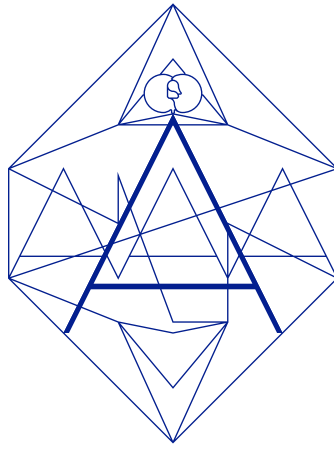




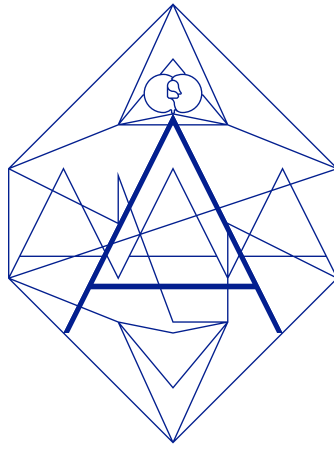
PRESENTS
FALL WINTER 24/25
'SOUVENIRS' COLLECTION

ArdAzAei is proud to announce the launch of the Fall Winter 24/25 Souvenirs Collection, a range of organic prêt-à-porter which draws inspiration from *The Diffraction of Light* couture collection, at the Maison's Paris home 11 rue Saint-Florentin between 27 February – 5 March, 2024.

- ◇ An expression of the free spirit through formalwear, the new ArdAzAei Souvenirs collection presents a range of prêt-à-porter made entirely from natural, organic fabrics, and includes 26 Global Organic Textile Standard (GOTS)-certified pieces—the industry's most rigorous assessment of a design's environmental and socio-ethical impact—in parallel with a vegetable-tanned leather capsule.
- ◇ Drawing directing inspiration from *The Diffraction of Light*, a study of luminescence through the medium of couture, Souvenirs Fall Winter 24/25 sees the strong shoulders, pleated folds, and flared trousers of ArdAzAei's signature suits in an organic cotton-silk featuring an ombre print radiating from their hems. Meanwhile, a custom-woven jacquard of an abstract Persian Rose motif diffracted through the prism of a gemstone is applied to two and three-piece suits, and a long evening coat. ArdAzAei's ambition to work only with natural materials saw the atelier innovate a new biodegradable fusing that eschews fossil fuel-derived polyester and glues for the binding of its structural, tailored pieces.
- ◇ A similar amount of energy was expended in sourcing genuinely sustainable, organic denim for the Astra jacket and Atlas jeans, with the former featuring ArdAzAei's archetypal asymmetric cuts, and a high, dramatic collar which can be styled in a variety of ways. Like the Sapphire jacket and Ruby trousers, cut from a supple, tree bark-tanned reindeer leather responsibly sourced from northern Sweden, theirs is a silhouette which flirts with rock'n'roll.



- ◇ The sharp lines and rebellious tailoring of the collection are softened by slouchy trousers in a silk satin jacquard, and a draped silk blouse with a scarf integrated into its collar. An A-line dress and a pencil skirt are cut with small seams on the front to enhance the feminine silhouette, lined in sensuous silk. The statement trench coats in heavy organic cotton twill demonstrate the atelier's craftsmanship and attention to detail through their voluminously draped sleeves, hidden pockets, and folding details which play with origami to form the ArdAzAei 'A' on the reverse.
- ◇ "We place as much care in the interior of our pieces as their exterior, because, just as a gemstone's outer gloss is a result of light diffracting through the interior of the stone, the ArdAzAei woman's radiance begins with the softness of these silks as they grace her skin," says Bahareh Ardakani, ArdAzAei's founder and artistic director. "It's about a personal connection with the clothes we wear, a new luxury that is very private."
- ◇ Coinciding with the launch of the prêt-a-porter Souvenir collection, ArdAzAei will also be showcasing couture creations at the rue Saint-Florentin Maison alongside accessories and luxury footwear.



◇ About ArdAzAei

ArdAzAei was founded in 2018 by Bahareh Ardakani and her partner in Stockholm and made its debut at Paris Haute Couture Week in 2022, establishing its GOTS-certified atelier shortly after (certified by Ecocert Greenlife 257263). As a couture maison engaged in the search for the sublime, ArdAzAei endeavours to set a new benchmark for responsibly produced high fashion through offering seasonless prêt-à-porter informed by its made-to-measure couture collections.

ArdAzAei prêt-à-porter combines heritage artisanal techniques with new technologies and is made in collaboration with Entreprise du Patrimoine Vivant (EPV)-awarded and GOTS-certified ateliers in France, with leather pieces and shoes manufactured at specialist ateliers in Italy. Additionally, ArdAZAei works with textile suppliers that can reveal the details of the origins and processes behind its products, tracing each fabric right through the supply chain of raw materials, yarn spinners, weavers, print and dyeing techniques.

◇ About Bahareh Ardakani

Born in Tehran, Iran, in 1984, Bahareh Ardakani emigrated to Sweden before her first birthday where she went on to study Mathematics and Design Engineering and, later, Gemmology in Antwerp. Her design philosophy is informed by an encounter with the sublime during her studies in gemmology; the revelation that a gem's outer radiance is a reflection of the eternal time gathered in its interior. Ardakani applies this way of seeing to high fashion so that every ArdAzAei piece has two sides: its inner world, and its outer appearance – it is through the attention paid to a design's inner world that its outer radiance is revealed.

As such, Ardakani spent four years analysing and assessing manufacturing processes and textile suppliers before debuting her first collection for ArdAzAei. She approaches the fashion system from an outsider's perspective, applying the science of design engineering with her passion for art to the architecture of tailoring and couture, and to fashion's socio-ecological footprint. Her designs are distinguished by their marriage of Scandinavian Modernism, Persian heritage, and French savoir-faire and métiers d'art.

Press Lucien Pagès Communication
ArdAzAei@lucienpages.com

Sales maison@ArdAzAei.com
+33 (0) 64 97 17 93 3