



# A NEW SWEDISH LUXURY WOMENSWEAR BRAND IN SEARCH OF THE SUBLIME

**Welcome to world of ArdAzAei, where Persian heritage,  
Swedish Modernism and French savoir-faire collide to form a new,  
responsible, and non-seasonal luxury womenswear brand.**

Launching in Paris on International Women's Day, March 8, ArdAzAei is an investigation of beauty beyond seasons. ArdAzAei eschews trend-based consumption to instead offer made-to-measure couture in Paris, and one prêt-à-porter collection of formalwear per year, released according to the seasons.

ArdAzAei proposes sharp tailoring, evening gowns, accessories and high jewellery, all manufactured by France's foremost couture artisans focused on upholding the highest craftsmanship and material standards.

ArdAzAei works only with textile suppliers that can reveal the details of the origins and processes behind its products. In February 2022, ArdAzAei received the Global Organic Textile Standards (GOTS) certificate—the leading processing standard for organic fibres, assessing a number of environmental and ethical criteria across the entire supply chain—for five styles, featuring bespoke fabrics, in the new collection launching today.

'We want to send the message that sophistication and sustainability can walk hand in hand,' Bahareh Ardakani, ArdAzAei creative director and CEO states. 'ArdAzAei never compromises on quality. As such, we are founded in Sweden but Made in France, as France is the country where we found the unique artisanal know-how needed to manufacture our garments; a knowledge linked to its living heritage companies, expertise, and experienced artisans.'

ArdAzAei offers made-to-measure couture on a by-appointment basis, with prêt-à-porter available on both the digital flagship [ardazaei.com](http://ardazaei.com) launching March 10, and at a series of pop-up stores, with the first timed to coincide with Paris Fashion Week in July 2022.

A limited-edition catalogue commemorating the launch, art directed and designed by M/M (Paris), photographed by Julien Martinez Leclerc and styled by Max Pearmain, is available on request.

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