



LAUNCHES FALL WINTER 23/24 SOUVENIR COLLECTION

ArdAzAei is proud to announce the launch of the Fall Winter 23/24 Souvenir Collection, a range of prêt-à-porter which draws inspiration from the acclaimed *Midnight in the Persian Garden* haute couture collection, at the brand's new Paris home 11 rue Saint-Florentin from February 28th until March 10th 2023.

Founded in 2021 with ateliers in Paris and Stockholm, ArdAzAei is where Persian heritage, Swedish modernism and French *savoir-faire* collide. As a luxury womenswear brand engaged in the search for the sublime, ArdAzAei eschews trend-based consumption to instead offer made-to-measure couture, and one seasonless prêt-à-porter collection of formalwear per year.

The Souvenir collection draws direct inspiration from the haute couture collection *Midnight in the Persian Garden*, a poetic ode to the transcendent beauty of nature, which made its debut at the Musée des Arts et Metiers during Paris Couture Week last July to critical acclaim. Translated to seasonless prêt-à-porter, the Souvenir collection offers a range of versatile pieces, from sharply tailored suiting to cocktail dresses and flowing evening gowns, catering to different styles and occasions.

Throughout the Souvenir collection, organic silk, the fabric of choice, drapes gracefully, with a whispering voice, while kaleidoscopic patterns of Persian roses and tulips are woven into tailored trousers, jackets, skirts and dresses with a jacquard technique using organic fibres, exclusively. In a nod to the brand's mixed heritage, buckled coat dresses, alongside skirts and tops are geometrically-cut from supple, vegetable-tanned Reindeer leather. Each piece is a tribute to the power and majesty of nature, as well as a demonstration of the artistry and craftsmanship of the ArdAzAei atelier.

«We are delighted to introduce a new collection inspired by the world of ArdAzAei Couture, while also embracing a commitment to transparency, quality and ethical production practices. Seventy-five percent of the garments within the Souvenir collection will be GOTS-certified, meaning that they have been crafted using organic materials and ethical labour.» says Bahareh Ardakani, ArdAzAei founder and creative director.

Coinciding with the launch of prêt-à-porter Souvenir collection, ArdAzAei will also be showcasing couture creations at the new rue Saint-Florentin home alongside accessories and luxury footwear.



Made in France and GOTS

The prêt-à-porter garments are made in France, produced at an EPV-labelled atelier, a prestigious recognition of excellence and outstanding craftsmanship, as well as a commitment to preserving and promoting French heritage.

As a proof of the brand's commitment to transparency, ArdAzAei received the Global Organic Textile Standards (GOTS) certificate in 2022 (by Ecocert Greenlife, 257263). GOTS is the leading textile processing standard for organic fibres, assessing ecological and social-ethical criteria of the entire textile supply chain, covering not just the fabric used, but the entire end-product.

Both the ArdAzAei couture and prêt-à-porter collections feature exquisite garments crafted from the finest organic fabrics: the Souvenir collection will include more than 75 percent fully GOTS-certified garments.

Experience ArdAzAei luxury shopping by appointment only

At 11 rue Saint-Florentin ArdAzAei provides a personalised shopping experience where clients can book an appointment and the staff can focus on their specific needs without any distractions or interruptions. By offering appointments-only shopping alongside made-to-measure couture ArdAzAei is able to provide a more exclusive and efficient shopping experience.

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