



AV08 • PARIS



Press kit



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AV08 Paris is the French eco-responsible brand of scarf, dedicated to the refined man.



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1 - Word from the Foundress

It had been a while since I had wanted to undertake. At 50, I decided to take the plunge, wishing to live my adventure freely and independently. After 25 years in the world of textiles, where I worked as Product Manager, Category Manager, Collection Manager for brands such as DARJEELING, PETIT BATEAU, REPETTO, I used my expertise in the product and fashion. So, I chose to create AV08 Paris, a single-product brand dedicated to the scarf for refined men.

Why this product? Because I have always loved men scarf. It is the fashion accessory which brings all the style of a look and which gives it a "chic & cool" dimension. And each one attaches to his scarf, which we wear around the neck, which carries our perfume ...

I wanted to take a responsible approach, at all levels, whether for the planet or for people. Respect is an essential value of AV08 Paris, to which I add a touch of optimism, another value that I share.

In May 2019, I launched AV08 Paris, the responsible brand of scarf, dedicated to men.

AV08 is the realization of my dream and my passion.

Like its logo, AV08 is an imprint, which surrounds you and protects you.

AV08 is a collection of unique, different scarves, of various inspirations, from old prints, or conversely, from a new lease of life.

Each model tells a story and will accompany you throughout your life.



Helene Gadenne

Foundress of AV08 Paris

2_1 - AV08 Paris is an invitation to travel





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A as love in French “**A**mour”
V as trip in French “**V**oyage”
0 symbolizes the beginning, the genesis
8 like eternity and prosperity
AV08 is an invitation to travel.

Each scarf bears the name of a desert, an island, a beach, a forest ... an extraordinary place on Earth.
AV08 is an invitation to adventure, to optimism, to the richness of colors and dreams.
A unique and personal journey, where everyone is free to express their personality.

2_1- AV08 Paris is an invitation to travel





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2_2- AV08 Paris, an eco-responsible brand





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2_2- AV08 Paris, an eco-responsible brand

AV08 Paris aims to offer beautiful scarves, qualitative and comfortable to wear. The choice of materials fell on **3 natural fibers**:

- **cotton**, which brings softness and comfort, and which turns out to be a staple of our desires. AV08 has selected cotton from organic farming, and [GOTS](#) certified, in line with its eco-responsible approach.
- **linen**, which we love the hand so much, gives the scarf a puffy appearance. It meets our desires for freshness and lightness, especially in summer. In addition, linen is recognized to be naturally ecological because its culture does not require any fertilizer and it is fully biodegradable. It was therefore obvious that AV08 selected this fiber.
- **wool**, a natural animal fiber, provides heat and insulates against the cold. AV08 has chosen very fine wool fibers, which do not sting (thanks to the fineness of the fibers), to make the warmest scarves. Wool is naturally ecological and allows it to remain affordable. An AV08 wool scarf is soft and fluid.

The scarves are handcrafted in India, a country with traditional know-how in weaving and printing. Working with Indian workshops makes it possible to offer quality scarves at an affordable price. The workshops, which we have selected, respect working conditions, aiming to protect the safety and health of workers.





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2_2- AV08 Paris, an eco-responsible brand

To compensate for the CO2 emissions from India - France transport, AV08 Paris joined and contributes to the NGO [Graine de vie](#), which manages nurseries and plantations in Madagascar, another textile country with a large Indian community. [Graine de vie](#) also does a great job of raising awareness about the preservation of the environment among the local population, whom it trains and employs.

For its packaging, AV08 has chosen to work with French suppliers. The cardboard mailing box and gift bag (available on request) are recyclable. The mailing sleeve (which wraps around the cardboard box) is made of 66% recycled plastic. And tissue paper is fully biodegradable.

AV08 is part of the trend of "fair consumption", which consists in consuming less and better. All the players are there: the consumer, who pays the right price for a qualitative check designed to last over time, the supplier, correctly paid and AV08, who has a reasonable margin. This is why AV08 offers a fair price throughout the year and does not practice sales. AV08 has also joined the makefridaygreenagain collective in 2019.





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2_3- AV08 Paris, chic & cool





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The scarf is an essential accessory in the male wardrobe.
Beautiful thanks to its texture, the richness of its prints and colors, it allows you to reveal a personality or express a mood.
It brings a look that is both **chic and cool**.
He invites himself to our travels and our dreams, he is rich in inspiration.
It adapts to all seasons, it protects from the cold and the wind in winter, and from the sun in summer.
He enters our life, forever ...

2_3- AV08 Paris, Chic & cool





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3- Figures & Strategy

Dates :

January 2019 :	creation of SASU AV ACCESSOIRES
May 2019 :	launch of Insta & Facebook social networks
June 2019 :	opening of the e-shop
October 2019 :	1st B2B customer (concept store)

Team :

Hélène Gadenne, foundress & CEO
3 B2B sales representatives
2 Sourcing & Quality people, based in India
1 Webmaster

Distribution :

Establishment in 22 boutiques / concept stores in France, 3 stores in Germany and 2 stores in Belgium.
Distributed on 3 digital concept stores in France and Benelux.



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3- Figures & Strategy

AV08 Paris is a single-product brand, which targets a “niche” of the market. It offers a different approach with a timeless collection, with, of course, certain materials more suited to the season (linen in summer, wool in winter, etc.). The collection is currently made up of 19 models : 3 linen, 4 wool and 12 organic cotton scarves.

There is no systematic renewal of collections, no sales. AV08 designs its products to have a long lifespan. Each product follows its life cycle. The collection is enriched over time.

AV08 Paris is a brand that plays with **simplicity and transparency**:

- one size for all models (200 X 80 cm), the ideal size to roll up and tie your scarf as you like, without it being too short.
 - a selling price / material, € 58.00 incl. Tax for organic cotton and linen models, € 68.00 for wool models.
- The pricing policy of AV08 Paris is to offer a fair price throughout the year, and not to practice sales (its margins would not allow it).



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3- Figures & Strategy

Multichannel distribution

B2C policy: love of the product and customer proximity (e-shop)

- The star at AV08 is the product. So it is made, ironed, scented, wrapped with a lot of love and the customer feels it.
- Each scarf has a logo embroidery, the color of which depends on the color of the scarf.
- The client : he is the 2nd star of AV08! Closeness to the customer, listening and respect, this is the daily goal. For example, for each customer, a little handwritten thank you note is slipped into the package.
- And shipping and delivery are very fast, one of the strengths, responsiveness.
The result is rather encouraging: the return rate is less than 0.01%.
- The scarf is the perfect gift! Personalized gift, no worry about size, easy to ship.



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3- Figures & Strategy

Multichannel distribution

B2B policy: flexibility

(Sale to concept stores and multi-brand stores)

- AV08 Paris' policy is to: offer products that are immediately available. There is no pre-order and no minimum order is imposed. Shipping within 24 to 48 hours max. This allows the stores to test the products, not to tie up too much cash and to limit the risks. AV08 Paris is very flexible.
- AV08 Paris benefits from the digitalization of the market. Many B2B platforms, like Ankorstore, have emerged and allow young brands to exist and gain visibility quickly.
- AV08 Paris selects the stores with which it wishes to collaborate. Its goal is not to be present "everywhere", but to be present in local shops, which share the same values.



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And tomorrow ...

AV08 Paris will continue to develop in Europe.

At the same time, AV08 Paris wishes to go further in its eco-responsible approach, for example offering dyed scarves based on natural dyes ...
to be continued.



AV08 Paris, ideal gift



Because it conveys a story, because it is an invitation to dream and travel, because it brings style and personality, because it is unique ... the scarf is the perfect gift!

No size concern, it is suitable for all body types. It is also useful, protects against cold, wind and sun. It is very practical, it does not take up much space, it fits easily in a pocket or in a suitcase.



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4- Synthesis

AV08 Paris is a young eco-responsible French brand of scarf, dedicated to the refined man

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In 2019, after 25 years in the textile world, H  l  ne Gadenne decided to embark on the entrepreneurial adventure by creating AV08 Paris, an **eco-responsible** brand of scarves, dedicated to the refined man. The designer is particularly fond of these products which are for her essential accessories in the male wardrobe, bringing a look that is both **chic and cool**.

The choice of materials fell only on natural fibers: organic cotton ([GOTS](#) certified), linen, and wool. The products are handcrafted in India, a country whose traditional know-how makes it possible to offer quality scarves at an affordable price. And to compensate for CO2 emissions from transport, AV08 Paris has joined and contributes to the [NGO Graine de Vie](#), which manages nurseries and plantations in Madagascar.

The brand is part of the trend of "fair consumption", which consists in consuming less and better. It offers a fair price throughout the year and does not have sales.

In 2020, AV08 Paris is a collection of 19 models, unique and different, sold on the e-shop and distributed in 22 multi-brand and concept stores in France and 5 in Europe.

Tomorrow, AV08 Paris will continue its commercial development in Europe and wishes to go further in its eco-responsible approach.



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5- Contact





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Thank for your attention