



AV08 • PARIS

Press Release AV08 Paris

September 2023

1st participation in a B2B trade show, MOM



For the 1st time, AV08 Paris is taking part in a trade show. Its choice was MOM.

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

Created in 2019, the brand has gradually expanded via a network of concept stores and multi-brand stores.

Today, AV08 is taking the next step by exhibiting for the 1st time at a trade show. Its aim is to meet its customers after the covid years, develop its reputation in France and Europe, and find new partners.

Focus on linen this autumn



AV08 is expanding its range of linen scarves this autumn 2023.

Why linen?

Linen gives the scarf a voluminous look, and a distinctive, chic feel. Linen is a resistant, naturally ecological, hypoallergenic and biodegradable fiber. It is thermoregulating, giving a sensation of coolness in summer and warmth in winter. It's a very pleasant fiber to wear in any season.

This autumn, the collection will be enriched by 4 new linen styles.

A success

Today, AV08 is the only mono-product, eco-responsible French brand of scarves dedicated to men. And what a success! AV08 Paris is distributed in some thirty concept stores and multi-brand stores, such as L'EXCEPTION and PUBLICIS DRUGSTORE, leading French fashion concept stores. Buoyed by strong demand, AV08, which is already sold in Belgium, Germany and the UK, is currently pursuing its international development.

Why this success?

➤ At consumer level

AV08 Paris responds to current consumer expectations for authentic, high-quality products that tell a story and reflect their own values.

"At AV08, the star is the product," asserts H el ene, who pays particular attention to each piece, whether for quality, design or fragrance (each scarf is scented, so the experience is also olfactory).





➤ For concept stores and multi-brand stores :

AV08 offers an agile & customized way to collaborate with them

- ✓ No pre-orders
- ✓ No minimum order
- ✓ All products in stock
- ✓ Delivery within 48 hours
- ✓ Collaboration via Ankorstore, Faire or direct sales
- ✓ AV08 has no sales.

This allows concept stores to optimize their stock, to order according to their sales, to test models and improve margins.

About us



The Founder



Hélène Gadenne, founder of AV08 Paris, has dared to make her dream come true at the age of 50, while remaining true to her own values, by launching her eco-responsible brand.

Throughout her career, Hélène Gadenne has worked as Product Manager and Collection Manager for some of the biggest names in fashion (Darjeeling, Petit Bateau, Repetto). Audacious, she decided to leave the status of salaried employee to set up her own business. She was able to use her expertise to create AV08 Paris, her mono-product brand dedicated to chic & cool men's Scarf.

The choice of this product is no coincidence ! For Hélène, it's her favorite product that she really enjoys promoting.

She confirms : "I love scarves. For me, they're the epitome of the fashion accessory that adds style to a look. And everyone gets attached to their scarf, which we wear around our necks, which carries our perfume..."

In May 2019, Hélène founds AV08 Paris.

AV08, an invitation to travel

A is for Amour (love)
V for Voyage (travel)
0 is for beginning, genesis
8 for eternity and prosperity
AV08 is an invitation to travel.

Each scarf tells a story, bearing the name of a desert, an island, a beach... an extraordinary place on Earth. The brand inspires adventure, optimism, rich colors and dreams. Like a unique, personal journey, where everyone is free to express their personality



A real commitment to eco-responsibility

For H el ene, this eco-friendly commitment is fundamental, as it is above all a question of being consistent with the values she defends :

"I wanted to take a responsible approach at every level, for the planet as well as for people.

Respect is an essential value at AV08 Paris, to which I add a touch of optimism, another value I share."



Far from grand speeches, the emphasis was on concrete action:

Natural materials

Cotton

Soft and comfortable, the cotton used by AV08 is organically grown and GOTS-certified, in keeping with our eco-responsible approach.





Linen

Linen gives the scarf a nice, puffy look, while adding freshness and lightness, especially in summer. Furthermore, it's naturally environmentally friendly, since no fertilizer is required for its cultivation. It's also entirely biodegradable.

Wool

This beautiful natural animal fiber provides warmth and insulation from the cold. AV08 has chosen very fine, non-stinging wool fibers to make our warmest scarves. Wool is naturally environmentally friendly and remains "affordable" in terms of price. An AV08 wool scarf is soft and flowing.

Protection of the environment

In addition to natural materials, AV08 takes other eco-responsible actions :

- offsets carbon dioxide CO2

AV08 Paris is a member of the [l'ONG Graine de vie](#), which runs nurseries and plantations in Madagascar, another textile country with a large Indian community.

- Virtuous packaging

For its packaging, AV08 has chosen to work with French suppliers. The cardboard shipping box and gift bag are recyclable. The mailing pouch (which wraps the cardboard box) is made from recycled plastic.





The fight against overconsumption

AV08 is part of the "fair consumption" trend, which consists in consuming less and better.

All players in the chain benefit, and the consumer pays the right price for a quality scarf designed to last over time.

That's why AV08 offers a fair price all year round and doesn't hold sales. AV08 has also joined the [makefridaygreenagain](#) collective in 2019.



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For further information

Web site

av08-paris.fr



[_av08paris](https://www.facebook.com/av08paris)



[av08.paris](https://www.instagram.com/av08.paris)



[_av08-paris](https://www.linkedin.com/company/av08-paris)

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