

Press Kit
Maison & Objet – September 2026

AV08 Paris

Masculine elegance
inspired by travel

Hall 7 – Booth C74



AV08 • PARIS

AV08 Paris unveils ten new creations and confirms its international development.

Since 2019, AV08 Paris has been reimagining the scarf for men through a collection entirely dedicated to this accessory.

At its fourth consecutive edition of Maison & Objet, the French brand presents ten new models, including six in merino wool, alongside its personalisation service for hotels, museums, businesses and concept stores.

A collection that embodies the brand's vision of timeless, responsible masculine elegance, inspired by travel.



AV08 Paris - The art of the men's scarf



AV08 Paris is a French mono-product, eco-responsible brand specialising in men's scarves.

Each model is named after an extraordinary place : an island, a desert, a forest, a beach with evocative landscapes. Every creation is an invitation to escape and tells a story.

A for Amour (Love).

V for Voyage (Travel).

O for new beginnings.

8 for eternity and prosperity.

More than an accessories brand, AV08 Paris cultivates a way of life where masculine elegance meets the spirit of travel.

Designed to accompany men every day, AV08 Paris collections combine natural materials, timeless design and quiet elegance.

A collection that grows

For autumn-winter 2026, AV08 Paris unveils ten new creations, including six merino wool models, confirming the growing importance of this fibre within the collection.

This season, the brand also highlights a warm, timeless colour palette. Browns and camels bring depth and elegance, while a range of blues, from the softest to the most intense, plays against a deep green, now a staple of the masculine wardrobe.

Ethnic-inspired motifs, revisited "transat" stripes, contemporary geometric prints and faux-plain weaves extend AV08 Paris's travel spirit, offering retailers an easy-to-pair collection designed to transcend trends rather than follow them.

Already part of the brand's collections, merino wool takes on greater prominence this season with six new models. Naturally soft, lightweight and thermoregulating, it delivers remarkable comfort without sacrificing elegance.

The four other new styles complete the collection in organic GOTS cotton and linen, two signature natural fibres of AV08 Paris.

All ten new models will be presented exclusively at Maison & Objet — Hall 7, Stand C74.

Season's colours :

- brown
- camel
- blue palette
- deep green

Season's patterns :

- "transat" stripes
- graphic prints
- faux-plains

Materials :

- merino wool
- organic GOTS cotton
- linen

An international presence in development

In just a few years, AV08 Paris has established itself among a curated selection of concept stores, gift boutiques, museums and premium retailers in France and internationally.

The brand is currently present in Belgium, Austria, Germany, Spain, Greece and the United Kingdom.

.It is actively expanding its reach among concept stores, gift boutiques, museums, hotels and specialist retailers seeking distinctive masculine accessories.

AV08 Paris is also exploring new international opportunities, notably in the United States.

For the brand, Maison & Objet is an annual highlight, the key meeting point with buyers, distributors and tastemakers from around the world.

A different distribution model

Going against the grain of industry practice, AV08 Paris defends a more responsible model, designed as much for its retailers as for its customers.

- No pre-orders.
- No minimum order quantity.
- Permanent stock.
- Shipping within 48 hours.
- A fair price all year round, no sales.

Because an AV08 Paris scarf is designed to last, the brand refuses the logic of permanent product devaluation.

This model allows retailers to reorder based on real demand, without carrying unnecessary stock.

A more flexible, more responsible approach, in tune with the expectations of modern retail.



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Targeted distribution : from concept store to museum

AV08 Paris develops a selective distribution among retailers seeking men's accessories with a strong identity.

The brand is present in :

- Concept stores and gift boutiques looking for distinctive products
- Museum shops, where the scarf becomes an object of culture and travel
- Luxury hotels and high-end establishments looking to offer elegant gifts to their guests
- Multi-brand boutiques specialising in men's fashion

Thanks to permanent stock and no minimum order, AV08 Paris gives every retailer full freedom to restock.

A personalisation offer

To support its partners' projects, AV08 Paris also offers a personalisation service. Scarves can be produced with velvet marking, allowing hotels, museums, businesses and boutiques to offer a creation bearing their own identity.

An ideal solution for museum shops, hotel boutiques, institutional gifts and exclusive collections.



A concrete eco-responsible commitment

Since its creation, AV08 Paris has prioritised a responsible approach to fashion.

Collections are made from 100% natural materials: organic GOTS-certified cotton, linen and merino wool.

With no synthetic fibre blending, each material is fully recyclable at end of life.

The brand also supports the [NGO Graine de Vie](#), committed to reforestation in Madagascar and the training of local communities.

Packaging follows the same logic : recyclable cardboard box and organic cotton gift pouch.

A member of the #makefridaygreenagain collective since 2019, AV08 Paris advocates for more mindful consumption through fair pricing all year round and a no-sales policy.



AV08 • PARIS

Hélène Gadenne : a creator in service of excellence



Before founding AV08 Paris, Hélène Gadenne built her career at major French fashion houses including Darjeeling, Petit Bateau and Repetto.

In 2019, she launched her own brand to offer a personal vision of the masculine accessory: uncompromising on quality, consistent on values, designed to endure.

"I love scarves. They are the accessory that brings all the style to a look. And everyone becomes attached to theirs, worn around the neck, carrying our scent."

Through AV08 Paris, Hélène Gadenne champions a quietly elegant, timeless and travel-inspired vision of masculine style.



Find us at Maison & Objet
10-14 September 2026
Hall 7 – Booth C74

AV08 Paris welcomes buyers, journalists, concept stores,
gift boutiques, museums and tastemakers to discover its
new collection.

Ten new styles.
Three exceptional natural materials.
A singular vision of masculine elegance
.A permanent invitation to travel..

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