

# AZ FACTORY

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## **AZ FACTORY TAKES FASHION SHOWS TO *SHOW FASHION*: A DIGITAL ENTERTAINMENT TAKE ON LUXURY**

With an innovative meeting of smart design and educational entertainment, AZ Factory opened its doors for business today. A joint venture startup between Alber Elbaz and Richemont, AZ Factory is smart fashion that cares.

*We are on a journey to design beautiful, purposeful, solutions-driven fashion that works for everyone. We are life, not just lifestyle. A place to experiment and try new things, our way.*

- Alber Elbaz, Head of Creation

The company is built around the core ideas of respect, trust, and love – with a particular focus on creating intimate and special consumer moments, shared through the *Alber & Amigos* membership program.

In a modern spin on the traditional fashion show, AZ Factory unveiled its origins, mission, and first product stories with the **Show Fashion**. The educational and entertaining digital event was presented during the official Paris Haute Couture 2021 lineup.

With AZ Factory's first product story, *MyBody*, Alber re-imagined the little black dress for today. The *MyBody* dresses, tops, and leggings are made with *AnatoKnit*, a specially engineered knitwear that gently shapes the silhouette while providing support and comfort.

The inspiration for the second product story, *Switchwear*, came from the desire to give the gift of time. *Switchwear* promises a quick look transformation, going from leisurewear to fabulous in under one minute with bodysuits, hoodies, pyjamas and glam duchesse add-ons made from recycled yarn.

The third product story, *SuperTech-SuperChic*, takes hi-tech to high-fashion. Eco-dyed nylon microfiber fabrics traditionally used in activewear are now transformed into seasonless fashion pieces inspired by couture.

AZ Factory continued with *Pointy Sneaks*, combining the comfort of a sneaker with the elongating visual effect of a pointy-toe pump; modular and playful jewelry; as well as special edition Valentine's and Chinese New Year separates.

*We are really excited to create a digital luxury house that is based on design, innovation, and fun storytelling. It is only fitting that we have also chosen to go to market on two leading platforms of the digital luxury world, FARFETCH and NET-A-PORTER.*

- Laurent Malecaze, CEO

AZ Factory also announced two special experiences immediately following its launch: a livestreaming event [The Talk Show with Alber Elbaz & Friends](#) with NET-A-PORTER on January 27th at 3 pm CET, as well as an immersive virtual experience, the [AZ Factory World Tour](#), now open on FARFETCH.

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As a special gift to the *Alber & Amigos* community, the *MyBody* product story is amplified by a digital experience using Near Field Communication (NFC) technology, unlocking an insider's look at the stories behind the creations, as well as interactive ways to engage with the products and the AZ Factory team.

*MyBody* is available today on [azfactory.com](http://azfactory.com), FARFETCH, and NET-A-PORTER, starting at 210€. *Switchwear* and *SuperTech-SuperChic* will be commercially available later this spring.

## **CONTACTS**

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