

# AZ FACTORY

## ***AZ Factory: A Reset by Alber Elbaz***

### **ABOUT AZ FACTORY**

We believe in smart fashion that cares.

We design beautiful, practical, and solutions-driven fashion that works for everyone. Our products are here to solve problems and create joy. Help, not hinder.

Anchored in the highest disciplines of style and savoir-faire, we make pieces that seamlessly blend traditional craftsmanship with forward-looking applications and technology.

We collaborate closely with our suppliers and manufacturers in the pursuit of true innovation, taking the time we need to get it right.

We engage with our customers as we do with friends. Our experiences are intimate at scale, and reflect respect, emotional intelligence, sense of humor, and storytelling.

We act with transparency and openness because we can. And because we care.

And we do all this, tirelessly and passionately, so that we fundamentally contribute to fashion's evolution into a caring, equitable, and purposeful industry.

### **ABOUT ANATOKNIT**

#### **AnatoKnit**

*AnatoKnit* is AZ Factory's new innovative knitwear technology composed of ENKA® Viscose and Lycra. This ultra-soft and flexible textile is specially engineered to strategically sculpt and support the body, while allowing for breathability and comfortable movement. Different knitting techniques, invisible to the human eye, work with the natural curves of the body to provide gradual compression in specific targeted areas. The result is a smooth, streamlined silhouette that simultaneously hugs and shapes you.

### **ABOUT MYBODY**

#### **MyBody**

With the *MyBody* product story, AZ Factory and Alber Elbaz re-imagined the little black dress – the most essential and iconic piece in fashion, to give it a new purpose. A dress that can “HUG” you. The dress that makes you feel it was done JUST for YOU.

Each piece from the *MyBody* product story is designed with AZ Factory's *AnatoKnit* technology to smoothly hold you in all the right places. Thoughtfully intended to look good on all body types, these pieces comfortably hug and shape your silhouette while enhancing your natural curves. The boning at the back supports your posture. The ergonomic design features

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allow for movement and breathability. The signature AZ Factory zipper is featured here first, allowing for easy closure without help.

Available on January 26th, 2021 at 8:30pm CET.

## **MyBody 2.0**

*MyBody 2.0* is the colorful, second edition of *MyBody*, the engineered knitwear that supports and shapes your silhouette. This additional story features color block designs paired with matching leggings.

Prices for the *MyBody* story start from 210€.

Wide range of sizes from XXS to 4XL.

Available on pre-order January 26th

## **ABOUT POINTY SNEAKS**

Hybrid footwear that combines the comfort and function of a sneaker with the elongating benefits of a pointy-toe shoe. This unique-statement design pairs sharp edges and a pointed tip, creating a sleek, lean silhouette. The curved arch accentuates the raised foot, further lengthening your figure. The thick rubber outsole and neoprene upper adapts to your foot, providing seamless comfort and stability.

This performance-like sneaker construction supports and protects the foot by absorbing impact and offering responsive cushioning to deliver better overall mobility. Soft mesh and high-quality neoprene embossed on the upper construction offer a breathable, second-skin feel which hugs your foot when moving quickly.

Price : 455€

Available on pre-order January 26th

## **ABOUT SWITCHWEAR**

Modular and playful looks that take you from leisure to couture in under one minute.

Better-basics long-sleeve tops, leggings and hoodies provide maximum comfort, fit, coziness and practicality thanks to their supremely soft stretch and breathable fabrics. Pair the different pieces offered in a variety of colors to create the next generation of uniform.

Pyjamas made from the most comfortable, luxurious high-end silk are perfect for both sleeping and dancing the night away. Made in collaboration with several artists and designers, the prints reflect the emotions of our times and our wish to spread messages of hope, love and togetherness.

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Quickly upgrade your look into a couture fantasy with the iridescent satin-like *Switchwear* Duchesse add-ons. This effortless mix & match system allows you to create endless unique combinations.

*Switchwear* will be available later this Spring.

## **ABOUT SUPERTECH-SUPERCHIC**

This story takes activewear to the realm of high fashion. Nylon fabrics traditionally used for activewear are transformed into breathable, seasonless pieces with couture-like woven details.

The *SuperTech-SuperChic* product story was made in collaboration with Nylstar, a European yarn lab at the forefront of the industry. Painstaking testing was done on the “eco-dyed” microfiber nylon for durability, easy care and comfort. Then, we worked with another European fashion start-up, Byborre, to add 3D details to the fabric, injecting the codes of couture into the most technical types of textiles.

*SuperTech-SuperChic* will be available later this Spring.

## **ABOUT ALBER & AMIGOS**

Alber & Amigos is AZ Factory’s consumer membership program. We engage with our clients as we do with friends. By creating their free account on [azfactory.com](http://azfactory.com), our clients can enjoy:

- Free Express Shipping to 20+ countries worldwide
- NFC-enabled product experiences and interactions
- First access to our latest news and invitations to special events

We will soon be adding more surprises and perks as we expand our community.

## **ABOUT AZ FACTORY NFC INTEGRATIONS**

As a special gift to the Alber & Amigos community, the *MyBody* Product Story is enhanced by a digital experience using innovative Near Field Communication (NFC) technology. In partnership with connected consumer agency SharpEnd, AZ Factory will provide each client with a personal, curated “post-tap” experience. With a simple tap of the NFC enabled label with a smartphone, a new Alber & Amigos experience is unlocked, with exclusive stories behind the stories, community access and more.

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## **ABOUT AZ FACTORY DISTRIBUTION**

AZ Factory launched worldwide in an exclusively digital and entertainment-driven approach. In addition to our own direct-to-consumer website, our products are also commercially available exclusively on [FARFETCH](#) and [NET-A-PORTER](#).

## **ABOUT ALBER ELBAZ**

Alber Elbaz, designer, was born in Casablanca, Morocco, and raised in Israel from the age of 1. He studied at the *Shenkar College of Engineering and Design*. In 1985, he started his work in fashion in New York with the iconic designer Geoffrey Beene, staying on for seven years as Head Designer. In 1996, Alber became the Design Director at Guy Laroche in Paris, before succeeding Monsieur Yves Saint-Laurent at YSL as Creative Director of Rive Gauche from 1998 to 2000.

In 2001, Alber started his 14-year tenure as Creative Director at Lanvin, earning critical and commercial success for the house, and cementing a worldwide reputation as a beloved designer.

In 2019, he announced AZ Factory in partnership with Richemont. AZ Factory is his return to the work and the people he loves. It will also manifest his dynamic new approach to innovation and design, as well as his unshakable attention to the real needs of women globally.

Alber's honors and recognitions are wide-reaching and significant. They include the International Award from the CFDA in 2005; the Chevalier of the Légion d'Honneur as well as Time Magazine's *100 Most Influential People In The World* distinctions in 2007; an honorary doctorate from the Royal College of Art in London in 2014; and he was made Officier of the Légion d'Honneur in 2016. Alber resides in Paris, but always remains a citizen of the world.

## **CONTACTS**

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