From Future expands into denim

By Céline Vautard - April 12, 2022

Fresh from disrupting the cashmere industry with competitive prices and a colorful palette, From Future, launched in 2018 by Pauline and Thomas de Hesdin, is continuing to expand its clothing range. After having introduced tops made from organic materials like silk and cotton, the brand is now entering the denim market with a line made from recycled cotton.

Three different jean styles for women (straight, slim, bootcut, sold for €110), three styles for men (straight, loose, slim, retailing at €120), and a pair of shorts (€69) have been available for purchase from April 7. The label then launched jackets featuring embroidered patterns (from €159), colorful jeans (in bright yellow, lilac, pink, green, retailing at €125), and a denim skirt available in three different washes (€60).
"The entire concept was to create the best possible pair of jeans," explained creative director, Pauline. "Adding a sustainable approach to the collection was the studio's most pressing concern. The jeans are made from recycled cotton derived from fabric scraps (74% cotton, 25% recycled cotton, 1% elastane). The dyes have been done using an eco-friendly washing process that drastically reduces the consumption of water, energy and chemicals."

The current season will also see the release of new product segments to expand the From Future product range.

“We are introducing a collection of swimsuits made of recycled polyamide in vibrant colors," continued Pauline.

Menswear is certainly not being left out as a new selection of shirts made of viscose and of colorful cotton poplin join the offering. While baseball caps stole the show in 2021, other accessories will make their grand debut this summer, such as recycled cotton bucket hats and stylish socks to wear From Future from head to toe.

With a flexible business model conceived without intermediaries and founded around digital technology, From Future quickly made a name for itself by launching its own online website and a first flagship store located at 54 Rue de Rennes in Paris.

Since then, the brand has expanded its retail network to include five directly operated boutiques (four in Paris and one in Saint-Tropez) and two menswear and womenswear corners in department stores (Galeries Lafayette.
one in Saint-Tropez) and two menswear and womenswear corners in department stores (Galeries Lafayette Haussmann and Bon Marché).

From Future's expansion continues to this day.

"We intend to open two new Paris stores within the next quarter, then two to three stores in major French cities later this year before pursuing our global expansion," concluded Thomas, who oversees the finances and management of the company.

“We want to retain full control of our distribution; From Future is not available in any retailer."

By Céline Vautard
Translated by Roberta Herrera

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