AZ Factory to open Paris pop-up in French menswear and couture seasons

By Godfrey Deeny - June 8, 2022

AZ Factory, the fledgling house of the late Alber Elbaz, will open a surprise Paris Pop-Up boutique during the upcoming French menswear and couture seasons. Located in the happening central district of the Marais, the pop-up will take place from June 21 to July 8, 2022.
Within the 320-square-meter space at 16 Rue de Minimes, the brand will showcase the collections designed by the house’s first three "Amigos" - Thebe Magugu, Ester Manas and Cyril Bourez.

The novel opening underlines the determination of AZ Factory’s financial backer, luxury behemoth Richemont – owner of Cartier, Van Cleef & Arpels, Chloé and Alaïa, among others – to realize Elbaz’s dream of making an independent barrier-breaking brand.

Expect the Marais space to be a highly experiential moment by AZ Factory. "In 2022, AZ Factory turned a new leaf: from traditional fashion label to experimental laboratory of collaboration, we now partner with and support independent creative whose values align with Alber’s original vision of smart fashion that cares,” said the house in a release.

Based in Paris, AZ Factory also revealed that it will stage an opening night party to celebrate a music festival with a DJ set. That will be followed by the Thebe Magugu Day with a Q&A on June 22; and a press presentation dedicated to Ester Manas and Cyril Bourez on June 23.
A former LVMH Prize winner, South African-born Magugu was the debut choice of Amigo. AZ Factory has already sold the Magugu collaboration to some 30 specialty stores, including Selfridges, Saks Fifth Avenue and Bergdorf Goodman.

Other events will include an Iconic Polaroids exhibition by Maripol, the legendary chronicler of Downtown Manhattan in the early ‘80s, on June 24. And after that the launch of the Fanzine "The Shy Guy" by Benoit Bethume on June 26. Keeping up the momentum, there will be an Amigas day on June 30 during which jewels, ceramics and perfumes by Marion Vidal, Emilie Lisi and Olivia Bransbourg.

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