

THE MATERIAL JOURNAL

August, 2019

STORY OF THE MONTH

Materials and Brand Identity in Luxury Merchandising



ART

The Palais Galliera, offsite at The Musée Bourdelle, presents a fascinating look at the back of clothing and our complicated relationship to the side of ourselves we see least in their current show Back side - Fashion from Behind.



MATERIALS

Alucore is an aluminium composite panel consisting of two cover sheets and a honeycomb core used primarily in the aeronautic, architectural and construction industries as a structural material, it is renowned for being both lightweight and extremely strong.

Featured Materials



DÉFORMABLE ALU

Process family: Extruded/Calendered
Composition: Aluminium
Format: Roll
Size : 60 cm
Thickness: 1,10 mm
Color: Silver

vvv



ANANAFLEX NATUREL

Process family: Applied / Laminated
Composition: Pineapple Fibers
Format: Roll
Size: 155 cm width
Thickness: 1,20 mm
Color: Naturel

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The Retail Lab at Maison & Objet Paris

STORY OF THE MONTH



American Supply is pleased to announce that our Founder and CEO Albert Benguigui will conduct a conference: “**Materials and Brand Identity in Luxury Merchandising**”, at the upcoming September 2019 edition of Maison & Objet – the self-confessed international authority for home decor, interior design, architecture, and lifestyle culture – in their dedicated Retail Lab. The aim of their Retail Lab conference program is to “explore best practices, studying emerging trends and sharing experiences and cutting-edge debates / workshops conducted by retail specialists.”



A brand is established on a territory, with its history, its logo, well-defined color... but what is its material? In the age of digitalization, the allure of the point of sale & the creation of an experience are new challenges for brands.

Please mark 14h00 on Sunday September the 8th in your diary, to ensure that you don't miss out! For more information, and to take a look at the full conference schedule, [visit the Maison & Objet website here.](#)



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ART

We Have Your Back

The Palais Galliera, offsite at The Musée Bourdelle, presents a fascinating look at the back of clothing and our complicated relationship to the side of ourselves we see least in their current show *Back side – Fashion from Behind*. Where our primary interactions with others relate to the face, it often takes a more intimate relationship to reveal someone's back. Our backs are strong, holding our entire body up straight, but ultimately vulnerable as we cannot see people coming who approach us from behind. In English we say that a friend 'has our back' meaning they will be there for us if we need them, though, if they let us down and cross us we say they 'stab us in the back'.



Fashion has a long fascination with the back of clothing, leaning towards womenswear in its obsession with untapped sensuality and turning to menswear when sending out a message, such as the classic Hells Angels leather jackets, and in terms of pure craftsmanship: for both sexes when tailoring a garment for an impeccable frontal silhouette.



The exhibition is sensitive in its exploration of the theme, featuring standout garments from Comme des Garçons, Yohji Yamamoto, Alexander McQueen, Yves Saint Laurent, Schiaparelli and Martine Sitbon to name a few, whilst the Musée Bourdelle setting elevates it to another level, punctuating the sartorial moments with the magnificent sculptures of Antoine Bourdelle.



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MATERIALS

Alucore



Alucore is an aluminium composite panel consisting of two cover sheets and a honeycomb core used primarily in the aeronautic, architectural and construction industries as a structural material, it is renowned for being both lightweight and extremely strong. Made from 100% aluminium, making it 100% recyclable, Alucore is durable and ecologic. We have been re-imagining the potential of this versatile material, manufactured by our industrial partner 3A Composites, leaders in the composite material industry, in innovative ways and out of its usual context.

Firstly, we experimented with it as a print support, digitally printing on the face in matt black ink, allowing the unprinted metallic surfaces to shine, and giving a new depth to our graduated halftone print. The application softened the surface, emphasising the raw industrial edges.



Our second application involved cutting it into slices and piling it sculpturally to expose it's lesser-known honeycomb core, celebrating this new dimension to the material. The light has a complex refraction in this manner, as the raw, dull and polished surfaces collide in the process of slicing, giving us a unique new surface material. The sculptural possibilities in this application are limited only by our imaginations!

