

THE MATERIAL JOURNAL

April, 2020

STORY OF THE MONTH

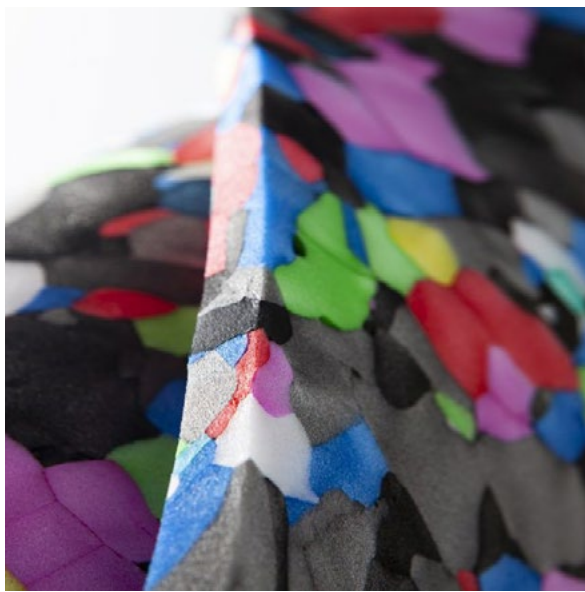
Fashion Fights Back



As we navigate our way collectively through this difficult time, in varying states of confinement and lockdown across the globe, we shed some light on some of the beautiful responses from one of the local luxury industries that we hold closest to our hearts - fashion.

American Supply works closely with the global leaders in the luxury fashion industry in Paris providing the materials that help them achieve their creative dreams. With the *Fédération de la Couture et de la Mode's* recent announcement that both the Spring/Summer 2021 Menswear and Haute-Couture Autumn/Winter 2020 shows in Paris were cancelled, you would be forgiven for thinking that fashion houses might be retreating, but - fashion is fighting back!

Featured Materials



CREAFOAM

Process family: Pressed / Cast
Composition: Recycled PE Foam
Format: Sheet
Size: 200 cm x 100 cm
Thickness: 3 mm or 10 mm
Color: Multicolored

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MARTELÉ CHROME

Process family: Coated / Projected
Composition: PU/PES/Cotton
Format: Roll
Size: 137 cm width
Thickness: 0,50 mm
Color: Silver

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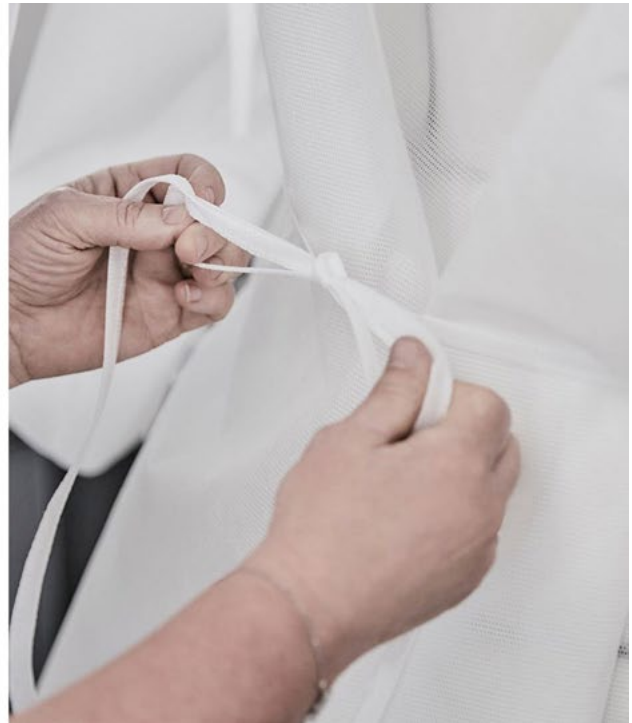
THE MATERIAL JOURNAL

April, 2020

Page 2

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“Louis Vuitton announces the production of thousands of hospital gowns to be donated to frontline medical staff within the Parisian hospital network AP-HP. These gowns will be created by volunteers at the Maison’s headquarters for six Parisian hospitals in urgent need of protective gear. Thank you to everyone who is doing their part to fight this global pandemic.” courtesy [Instagram/louisvuitton](https://www.instagram.com/louisvuitton), posted April 11th

An early response to the COVID-19 pandemic came from one of the biggest luxury conglomerates in the world, our partner, LVMH. On March 15th they announced that all of their perfume and make-up production facilities would cease regular production and shift all of their focus to producing large quantities of hydroalcoholic gel and pledged to donate 40 million medical-grade masks to the French health authorities.

“Through this initiative, LVMH intends to help address the risk of a lack of product in France and enable a greater number of people to continue to take the right action to protect themselves from the spread of the coronavirus”

LVMH press statement, March 15th 2020.

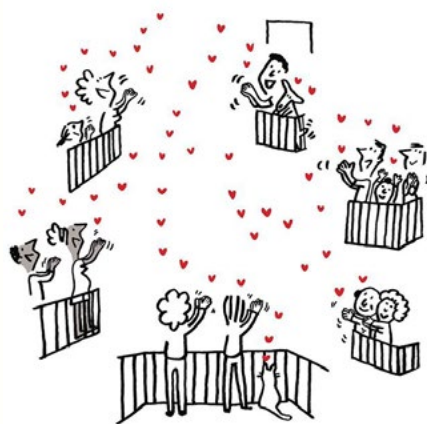


LVMH hand sanitiser rushed out amid the pandemic & Christian Dior’s factory in Saint-Jean de Braye © LVMH, Images taken from Financial Times (www.ft.com)

The Kering Group, after making early donations to the Italian health authorities and hospitals, including the production of medical-grade masks and medical gowns in their Gucci ateliers, announced on March 22nd that they would be reconfiguring their Balenciaga and Saint Laurent fashion ateliers in France to start manufacturing medical-grade masks and gowns to donate to the French health authorities. They are also donating financially to vaccine research in France:

“With a view to providing a lasting response to the current pandemic, Kering has made a financial donation to the Institut Pasteur to support its research into COVID-19”

Kering Group press statement, March 22nd 2020.



Illustrations created by Soledad Bravi for Kering #keringforyou taken from Kering website (<https://www.kering.com/>)

On March 29th, Chanel posted an image of Gabrielle Chanel looking out of the window of her apartment, in solidarity with the French population who are all locked down, confined in their own homes:

“BY THE WINDOW. From our House to yours, CHANEL wishes to express its solidarity with everyone staying at home or affected by the Covid-19 pandemic. We are grateful to those supporting others during these unprecedented times”

Chanel press statement, March 29th 2020.

THE MATERIAL JOURNAL

April, 2020

Page 3



*Gabrielle Chanel Photographed by Alexander Liberman
taken from Chanel's Instagram post on March 29th, 2020 (@chanelofficial)*

They reference the now daily French ritual, during the pandemic, of the population standing by their windows at 20h00 applauding and giving thanks to the doctors, nurses and caregivers who work tirelessly to get us through this. Chanel has also turned its French ateliers into production facilities for medical-grade face masks and gowns, and are donating heavily to the French emergency services.



"We will return more creative than ever to continue making you dream. But for the time being our petites mains have voluntarily undertaken to produce masks for those invaluable people working selflessly on the front lines. We proudly salute this gesture which once again shows the generosity of our ateliers and laboratories, more committed than ever to ensuring your protection. Take care of yourself, we are by your side. #DiorStandsWithYou"
Dior Instagram post on March 31st, 2020 (@diorofficial)

Here at American Supply, we are dedicated to facilitating your dreams and realising your creative demands. Our materials are known for their uniqueness, and our creative team is known for their material expertise. We continue to work through this difficult period with a view to the future, and a promise to be there for you throughout and after. Our CEO and founder, Albert Benguigui released his statement in our last newsletter and we would like to reiterate his words:

"With our unique physical material library in Paris that holds more than 10,000 individual references, our in-house material expertise, partner factories and transformation capabilities: we are able to help you with your projects and demands, big or small. During this difficult period, we have people on-site to aid you in any way you need."

Albert Benguigui, The Material Journal, March 2020.