



ANN ANDELMAN Paris Flagship Opening
Exploring the Balance between Contemporary and Avant-Garde

ANN ANDELMAN is celebrating the new beginning of its Paris store located at 7 rue Saint-Claude 75003, on January 26th, 2025. The reimagined flagship boutique will serve as a dynamic space where customers can experience the brand's unique vision firsthand. Set in one of Paris' most fashionable districts, Le Marais, the store promises to be a hub for creativity and self-expression, offering an immersive experience that celebrates the intersection of art, fashion, and individuality.

Alongside the opening of its flagship location, ANN ANDELMAN is excited to announce the launch of its SS25 collection. This collection explores the intricate balance between sensibility and rational emotion, set against a backdrop of dazzling, dreamlike visuals. It invites women to embrace their spiritual journey with free-spirited energy, where elegance meets an undefined yet undeniable feminine power.

Inspired by the delicate transition of light between day and night, the SS25 collection encapsulates the ebb and flow of emotions, with designs that celebrate both tension and release. Each piece is a narrative: a story transcending time and space-capturing the emotional spectrum that defines modern femininity. Blending sophisticated silhouettes with abstract elements, the collection offers a fluid expression of personality, love, and freedom, inviting the wearer to break boundaries and embrace their own power.

As part of the SS25 collection, ANN ANDELMAN is also proud to introduce the new SS25 colourway for its signature style trainer "*The Fusion*" - an innovative design that merges cutting-edge technical craftsmanship with performance-driven aesthetics. The moulded upper incorporates an exaggerated silhouette and embossed detailing to evoke a dynamic sense of speed and motion. The Fusion collection trainer's asymmetrical design offers a personalised touch, ensuring each pair is carefully constructed to highlight a distinctive, worn-in look. The sole, with its unique proportions, represents a revolutionary fusion where every element flows seamlessly into the next for a cohesive, forward-thinking design.

Founded in Paris, France, ANN ANDELMAN has swiftly emerged as a trailblazer in redefined minimalism, merging seasonal trends with bold, avant-garde ideas. By deconstructing traditional design elements, the brand reinvents classic silhouettes, creating a canvas for limitless creativity. Challenging fashion norms, ANN ANDELMAN offers timeless pieces that blend sophisticated elegance with a spirit of creative expression.

ANN ANDELMAN Info:

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