



PAUL & JOE

Press Kit
2022

PAUL & JOE



PAUL & JOE

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ABOUT

In 1995, Sophie Mechaly created men's clothing brand Paul & Joe. Since then, the company has branched out into other areas, including women's fashion, homewear, sunglasses and decoration. The Director seized opportunities by following her whims, always in keeping with her guiding manifesto: French manufacture.

"The brand's identity is built on heritage: that of French design, and my own parents. They were shirt manufacturers in Rouen and fashion entrepreneurs. They taught me a lot.

The name of their company is Le Garage. That's where I began my own journey as an entrepreneur. I worked in the family business for seven years, after having completed a degree in management. I took care of procurement, sales, manufacturing launches, negotiations with suppliers, and more...

Having to be so versatile has taught me more than any school! Then my mother had to leave the company for health reasons... and I came up against my father's disapproval, who didn't want a young woman running the family business. So I decided to launch my own brand, Paul & Joe. My mother instilled values in me that I've tried to pass on to my own children, as well as my staff. Perhaps that's why I'm still here, after 24 years in the company, and why I still have by my side the loyal core of employees who helped me build the brand. These committed people have played a key role in the Paul & Joe story. There is genuine respect between us and strong ties have been forged over the years. I never really planned how the business would grow, never applied a strategy, which isn't really possible today... I made a lot of decisions based on my desires, my needs, my upbringing, but also on a particular aesthetic ready-to-wear identity that pervades everything I do. The values that drive me are craftsmanship, quality and expertise. I've learnt a lot and I'll never stop learning."

Sophie Mechaly

#1

HISTORY OF THE BRAND

Sophie Mechaly was born in Paris and grew up in the Rive Gauche, raised in a quiet, loving family that valued rigour and hard work. The year is 1997. Married and already the mother of two young children, she soon launched her own label, Paul & Joe.

She creates a modern, original and colourful men's clothing line inspired by the TV series *Happy Days*. Following instant success, her buyers encouraged her to design a collection for women. Since then, season after season, the designer continued to develop her iconic retro-romantic style adopted by celebrities like Gwyneth Paltrow, Julia Roberts, Kate Moss, Alexa Chung, Vanessa Paradis and, more recently, the Duchess of Cambridge. Her fondest memory? Seeing Woody Allen's *Match Point* with Scarlett Johansson filmed at her London store in Notting Hill. Shirt dresses, jumpsuits, frilly lingerie and men's shirts and coats are her best sellers. And although the brand has reached new heights, the Paul & Joe woman – feminine, bright and chic – remains true to her roots, never flirting with passing trends of the season. The collections are a direct reflection of the founder's fighting spirit. "I design looks and styles for independent, free-spirited, open-minded and joyful women." And there's one character who never ceases to inspire her: Olivia Newton-John in *Grease*. Playing on traditional masculine-feminine codes, her spring-summer 2017 collection is more street-wise and sporty than usual, but the Paul & Joe touch with its typical lace, embroidery and other details is still there. "For the summer I wanted more oversize and less girly styles."

Facing fast fashion, the designer has a three-pronged

approach: "Stay true to the brand's unique identity, be more creative than ever and produce pieces of the highest quality." As she did when she first started out, Sophie also sells other pieces from what she calls her "guest" brands: "I want to share my absolute favourites with my customers." Alongside her own collections, you'll find Marie Lichtenberg embroidered shirts, Pyj Paris pyjamas, Nili Lotan basics, R13 jeans and Camilla Elphick shoes. "We also plan to release a collection of bags in partnership with Eastpack."

Today Paul & Joe is a lifestyle brand that reflects the qualities of its founder. Perseverance and passion are its watchwords. Despite her natural, fanciful, almost childlike character, Sophie is a seasoned businesswoman. Licences, ad campaigns, look-books, fashion shows, she's conquered it all.

"EVERYTHING FANTASTICAL, PRINTS AND OBJECTS, KNICK-KNACKS... MUM LOVED THAT. SHE ALSO PASSED ON A LOVE OF OBJECTS, COLOURS, ANYTHING VINTAGE... SHE WAS ALSO REALLY INSPIRED BY UPHOLSTERY FABRICS OF THE 50's. OLD TABLECLOTHS, CURTAINS, ETC..."



"I create just as I did when I first started, with the idea of evoking emotion and seduction."

1995: Creation of the brand

1996: Creation of the Women's line

2001: Launch of Paul & Joe Beauté in Japan

2006: Creation of Paul & Joe Sister, the more accessible little sister brand that targets younger customers

2009: Creation of Paul & Joe Eyewear

2011: Unforgettable fashion show at the Olympia followed by a Jamiroquai concert to celebrate the brand's 15th anniversary.

2018: The first Paul & Joe Lifestyle store opened its doors in Japan on Tokyo's Cat Street.

2020: 25th anniversary celebration at Cabaret Chez Michou. Creation of PJ.Night, a range of Homewear clothing.

#2

THE HOUSE

“70% of my products are made in France. Over the years, I’ve built a real network of partners.

I made a lot of decisions based on my desires, my needs, my upbringing, but also on a particular aesthetic ready-to-wear identity that pervades everything I do. The values that drive me are craftsmanship, quality and expertise. I’ve learnt a lot and I’ll never stop learning.”





A workshop in the heart of Paris...

From the outset, Paul & Joe collections have come to life in a workshop on Rue Commynes, in the Marais district.

A family-run fashion house driven by a love for French expertise.

In keeping with her values, Sophie has always worked with French craftsmen and women. Craftsmanship, quality and style are the House's watchwords.



#3

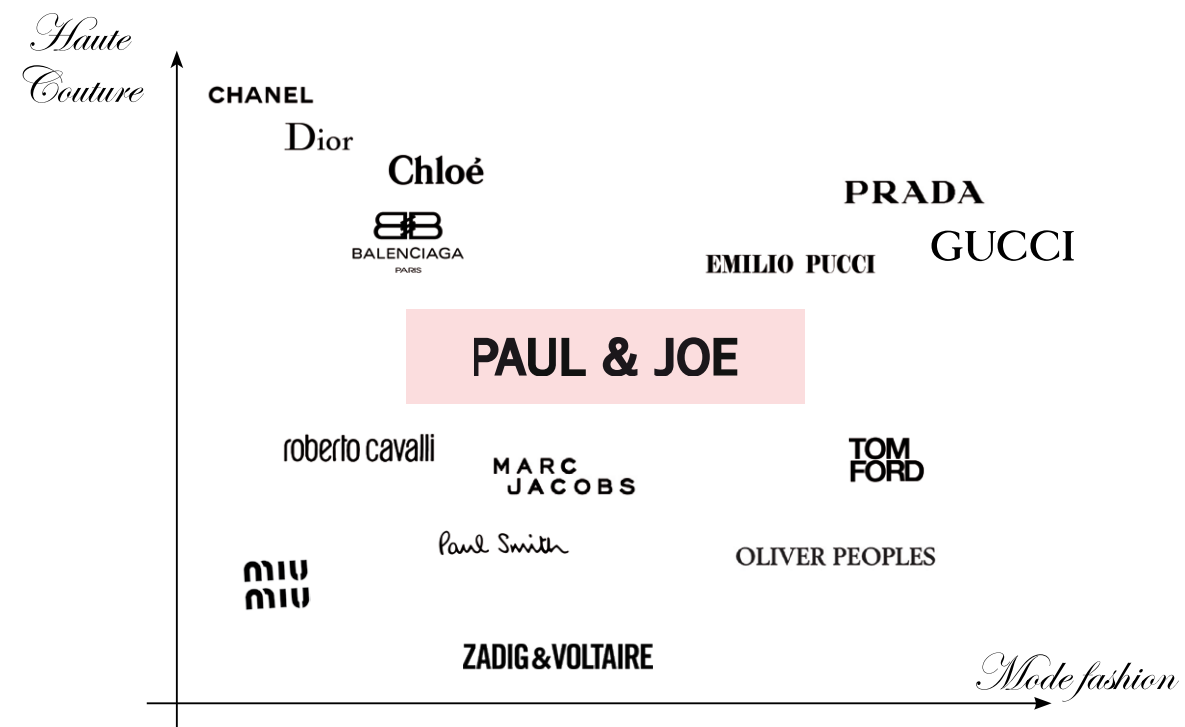
IDENTITY

Urban and everyday but easy to wear and mix and match – this approach underpins the Paul & Joe collections. Sophie Mechaly's memories give life to her creations: fantastical objects, artefacts, vintage items.

The art of colour, prints and details spearhead our creations.

Paul & Joe is also renowned for its tailoring. The brand offers a range of tailored options: jacket/trousers based on crocheted jackets, fitted buttons with two lengths, blazers with masculine tailoring in a range of fabrics (wool, ribbed velvet, small cashmere prints, tennis stripes on linen, Prince of Wales, tweed, etc.). Fabrics are silky with an impeccable cut. And the pieces always reflect the spirit of their creator, through a resolutely French approach in keeping with an unwavering demand for quality and, at the same time, respect for the environment (Paul & Joe is a member of the Fashion Pact).

The prints are bold: micro-flowers on high-quality fabrics (silk chiffon, cotton poplin, slightly laminated jersey), large flowers inspired by furnishings of the 60's and 70's, iconic cats Gipsy and Nounette. Sophie's dreamlike and fanciful world is reflected in the tone of her creations: polka dots, multicoloured animal skins, floral embroideries...



#4

FASHION SHOWS



#5

COLLABORATIONS

“Sophie Méchaly regularly works with artists and other brands to invigorate the Paul & Joe collections. The brand recently worked with painter Vanessa Stockard, an Australian visual artist known for her dreamlike world and iconic characters, such as Kevin, a little black cat with a white collar, who can be found in some of the prints of the limited collection. This collaboration was finally unveiled at the Autumn-Winter 2020 show at the Lycée Henri IV library. Baby doll dresses, tailored jackets and shirts...”



ARIZONALOVE
HANDMADE



Stockard



AIGLE

#6

MUST-HAVE ACCESSORIES

DECORATION

MAKE-UP

TABLEWARE

SOCKS

EYEWEAR

PYJAMAS

PJ NIGHT

SOFT TOYS

CERAMICA ASSUNTA

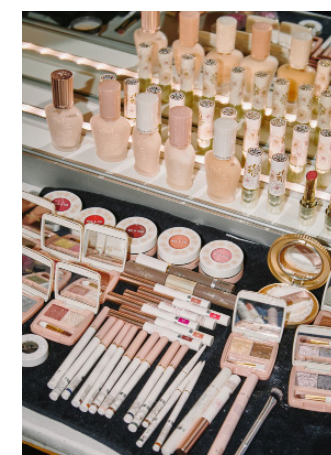
SLIPPERS



In 2017, the Paul & Joe universe branched out beyond the world of fashion.

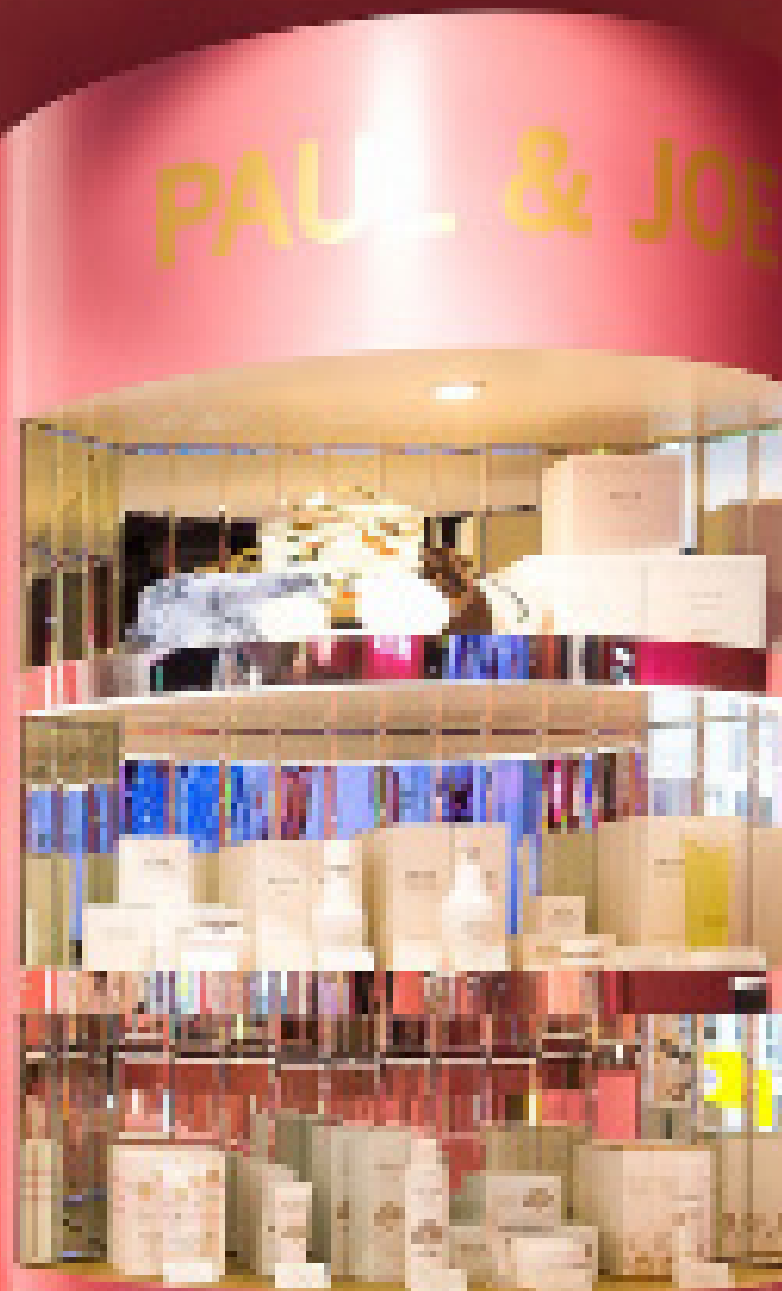
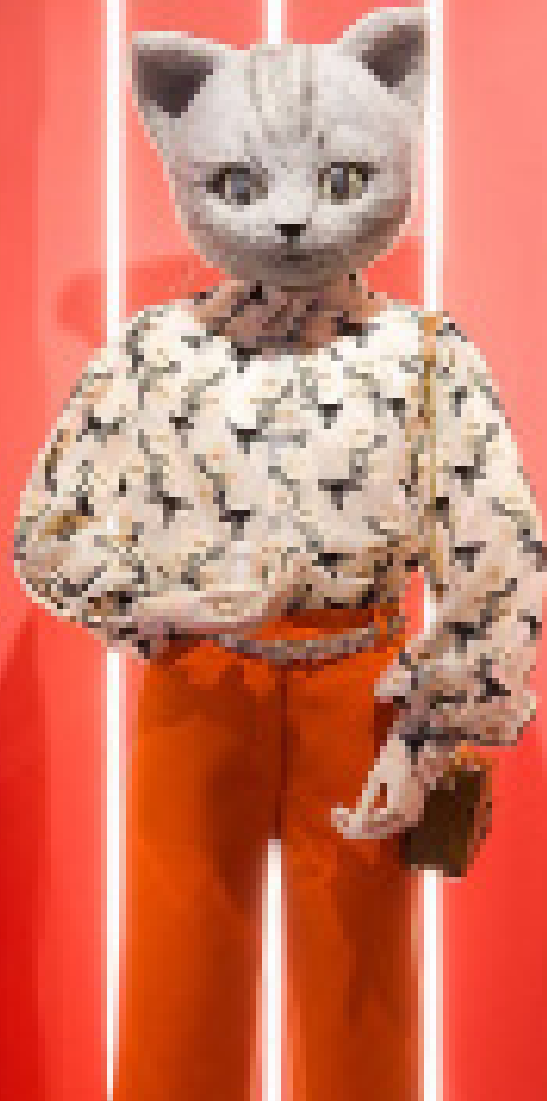
The brand developed its own **subsidiaries**, **licences** and **limited editions** in must-have fashion accessories: **Scarves, bags, make-up, sunglasses, shoes, etc.**

The opportunity to create beautiful partnerships with other brands.



#7

BOUTIQUES



THE LIFESTYLE STORE IN JAPAN

Located on “Cat Street” in Tokyo’s trendy Harajuku district, the Paul & Joe boutique is devoted to everything *lifestyle*: Cosmetics and the world of stationery.

“The Lifestyle segment began in Japan. In 2018, we opened a boutique in a trendy area of Tokyo, where the store and products (make-up, stationery, exclusive ready-to-wear pieces) were a resounding success. This led us to set up more Japanese licences for products that meet local tastes and needs: sponges, handkerchiefs, parasols...”



Today, in all of her boutiques, Sophie MECHALY has created a **unique universe** of original pieces from **all four corners of the world**, which give each store its own **particular charm**.

The Women’s boutique on Avenue Montaigne is the finest example of this.

#8

SHOW

“To celebrate Paul & Joe’s 25th anniversary, I didn’t want a runway show – I wanted to throw a party!” At Paul & Joe, the venue for every show is significant in its own way – it tells a story. Given that the House is built on heritage, the shows take place in Paris’ most iconic locations, whether crowded, intimate or historical.

“The most recent show was held at the Chez Michou cabaret, a legendary space in the 18th arrondissement of Paris. “Chez Michou” takes me back to my childhood. When I was very young, my parents used to go there to party with their friends and would come home with incredible photos, always singing *Michou et ses Michettes*! I never understood why they loved this place so much.

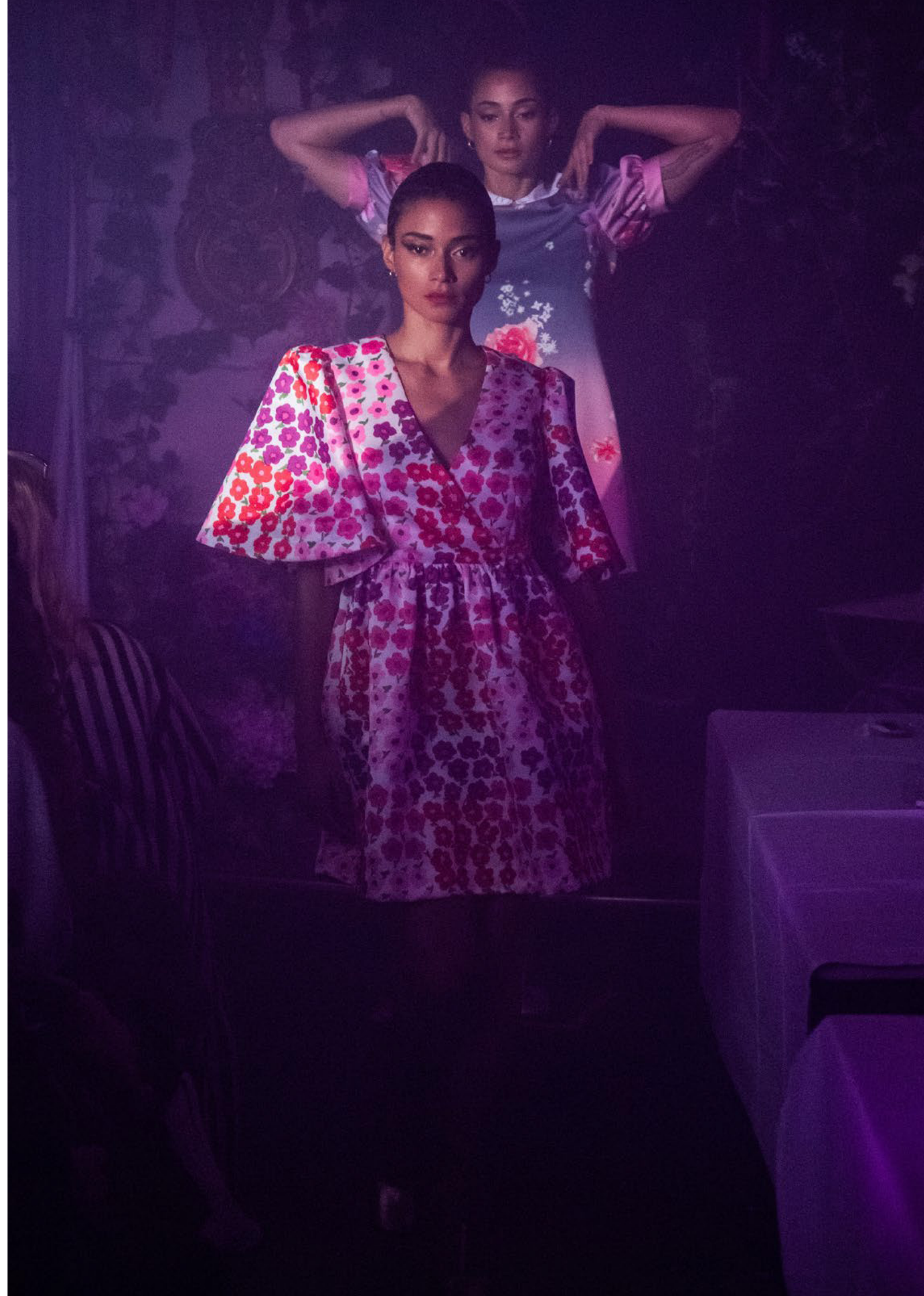
But as I got older, I learnt that it was a famous Parisian cabaret from a time gone by. I was lucky enough to

celebrate my 30th birthday there, and later go back with my children. So there’s a story of affection and family here for me. In my eyes, this cabaret represents joy, laughter and traditional French *chansons* too. It was only natural that we would celebrate the 25th anniversary of my brand here.

I decided to put on a real show, with dancers rather than models. They’re great girls – from Crazy Horse or other cabarets – and true performers. They do pirouettes, flips... they move superbly and have real talent. They’re not models, who just come to do their job and are often in a bit of a mood. In this case, it’s all about unbridled joy!

To celebrate our 25 years, I didn’t want a runway show – I wanted to throw a party! On the other

hand, the Autumn-Winter 2020 show took place at Lycée Henri IV library. I liked the atmosphere there straight away. I was always fascinated by David Lynch films when I was younger, and I felt this place had a really bizarre side to it, as if something strange goes on there. The show’s music, the clothes and the mysterious setting all work to create a sense of intrigue. I wanted to create a real sense of intrigue during this show. The further the models walk, the deeper they go into the spirit of this mystical place. At a Paul & Joe show, the audience understands that behind the clothes there’s also a story, a whole world that surrounds us. The beauty of fashion lies in its complexity and its subjects. The smell, the light, the heritage – memory plays a crucial role when we present each collection.”



#9

SEAPORT

For over **30 years**, **SEAPORT** has launched collections with delicate and **precise details**.

In **2009** it launched the very first PAUL & JOE Eyewear collection and, in **2012** the first collection of Little Paul&Joe sunglasses was launched for kids aged 4 to 14.

The strategy is to **identify consumer expectations** and deliver

THE Paul & Joe style: the goal is to remain faithful to the **brand's image** and positioning and never waver from it.

SEAPORT comprises a **a close-knit management team surrounded by loyal and professional employees**:

102 people at head office, in logistics, and sales agents in France and abroad.



#10

TARGET AND POSITIONING EYEWEAR



PAUL & JOE

For HIM
Sharp, Bold

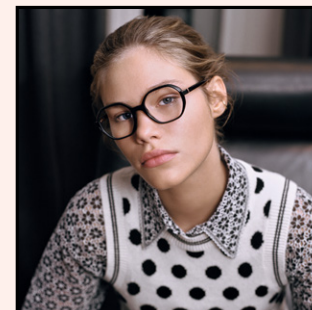
For HER
Fresh, Light



PAUL & JOE EYEWEAR 2022 COMMUNICATION



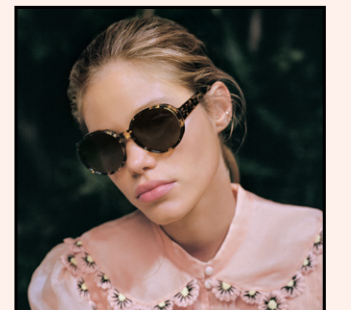
AURORE 23



DAISY 23



LUNA 02



RITA 02



SHIVA 03



SHIVA 05



SKAR 57



SCALE 02

#11

COLLECTION

WOMEN

2022



GLASSES COLLECTION WOMEN

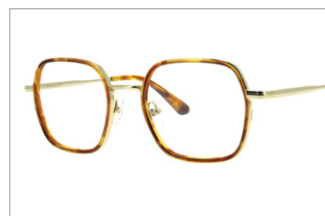
FRESH, LIGHT & ROMANTIC

The Paul & Joe Eyewear collection is a festival of colours, combining original materials favoured by Sophie Mechaly, creator of the ready-to-wear brand. Feminine themes such as roses, doves and pearls adorn the frames.

The colours are bold and cheerful. The materials include acetate and metal for some models, which offer a genuine retro look.



DIVYA02



25
models

AUORE 04



DAISY 23



AUORE 01



SUNGLASSES COLLECTION

WOMEN

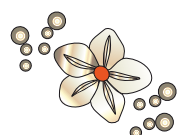
A rich and varied collection reminiscent of the 60's.

Top-of-the-range and high-quality sunglasses that ride chic and sensual trends.

Oversize and retro shapes. Trendy colours (pinks, blues) meet timeless colours (black, tortoiseshell, gun), perfectly reflecting the Paul & Joe universe.



LUNA 03



14

models

MAYA 03



MEGGY 26



MEGGY 23



#12
COLLECTION
MEN
2022



GLASSES COLLECTION MEN

The Paul & Joe “neo-retro” collection for men offers stylish panto shapes and sombre colours: the perfect combination for men.

The charming little resin-coated metal tiger head is always fastened to the end piece.



SHIVA03



16

models

SHIVA 05



KAAL 65



PARKER 21



SUNGLASSES COLLECTION

MEN

Paul & Joe reinvents seasonal colours for its stylish sunglasses.
Bold, cutting-edge fashion for the modern man with a sophisticated look.



SCALE 01



SCALE 02



SKAR 61



SKAR 62



6
models



#13

COLLECTION

LITTLE

2022



little PAUL & JOE eyewear



In June 2012, the Paul & Joe Eyewear family grew:

A **joyful and poetic universe**, a **playful and enchanting** spirit!

This is the first time a children's collection has been designed **in the spirit of fashion**.

With its **non-conformist codes**, it's aimed at children from modern, urban families looking for **top-of-the-range everyday products**, **without the glitz and glamour**.



A **must-have** brand for kids' eyewear, this collection is aimed at **girls and boys aged 4 to 14**. Inspired by the Paul & Joe clothing brand, the Little Paul & Joe line includes charming products designed for children, with all the creativity and comfort required. All models have **flex hinges** to ensure that the **bezel stays in place over time**, and to **withstand children's frenetic movements**. Little Paul & Joe gives its glasses and sunglasses a "teen" or "young adult" feel: the brand's goal is to offer children **glasses that are grown-up but made for them!** Kids who wear Little Paul & Joe are looking ahead.



#14

PRESS

Paul & Joe is a French brand and is widely talked about in the press. Articles, publications, ads and reports on the brand's latest trends and Eyewear division can be found everywhere in the mainstream press.

ELLE

COSMOPOLITAN

Jalouse

madame
FIGARO

marie claire

VOGUE



#15

MARKETING

FROM 15 FEBRUARY 2021 TO 15 FEBRUARY 2022



BRAND VISUAL

PAUL & JOE

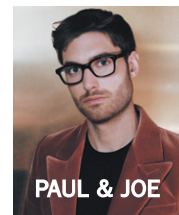
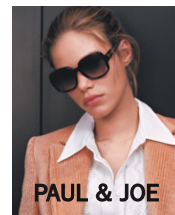
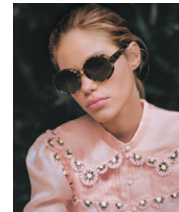
SHOWCASE



CASE
+ POUCH
+ CLEANING
CLOTH



KAKEMONO RECTO/VERSO



MICRO DISPLAYS R/V



BIG DISPLAY R/V

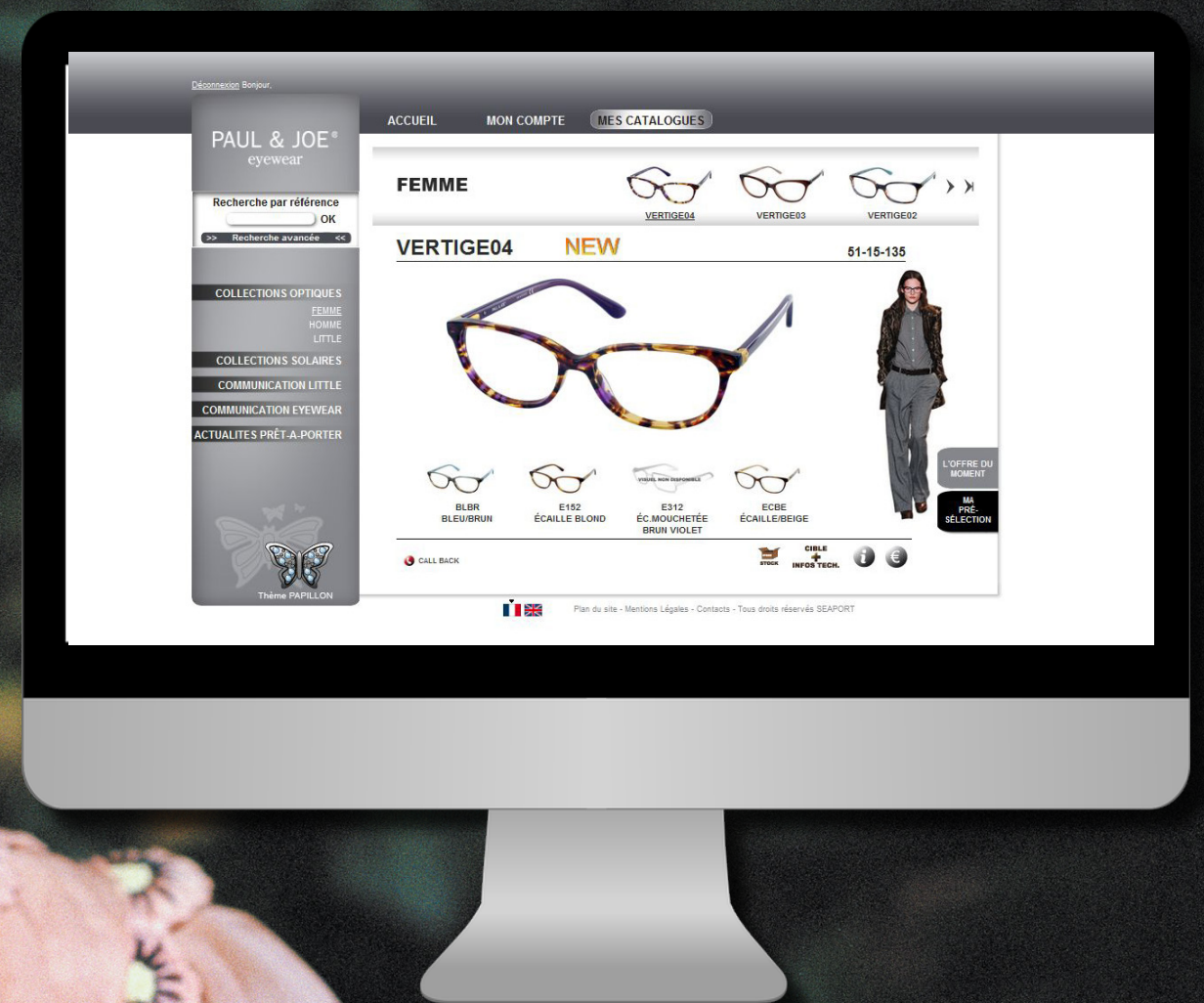


4 FRAMES DISPLAY

2021 WINDOW DISPLAYS



Find Paul & Joe Eyewear on
www.seaport-odlm.com



A few key points:

CATALOGUE
(WITH STOCK AVAILABILITY)
AFTER-SALES SERVICE
BRAND NEWS

#16

BUSINESS WEBSITE



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