

# INTERNATIONAL WOOLMARK PRIZE

## 2022 DESIGNER PROFILE

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<b>BRAND:</b>	UNIFORME
<b>DESIGNER NAME(S):</b>	Hugues Fauchard
<b>COUNTRY OF RESIDENCE:</b>	France
<b>NUMBER OF COLLECTIONS PRODUCED:</b>	Seven (7)
<b>PREVIOUS IWP COMPETITIONS:</b>	n/a
<b>WEBSITE:</b>	<a href="http://www.uniforme-paris.com">www.uniforme-paris.com</a>
<b>INSTAGRAM:</b>	@uniformeparis

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### OVERVIEW OF BRAND:

Resolutely of its time, UNIFORME reflects the mindful, modern outlook and personal lifestyle of co-founders Hugues Fauchard and Rémi Bats, who met while studying at the prestigious Studio Berçot fashion school in Paris. For their graduation collection, the duo took an unconventional stance by showing men's wear on women, thus becoming the first aspiring designers to challenge the system at a school traditionally associated with women's wear.

In 2017, after honing their skills in the studios of Hermès, Balenciaga and AMI (Rémi), and Wooyoungmi, Lanvin and Carven (Hugues), they decided to launch UNIFORME, a collection of "sustainable style" essentials that are made in France and Italy, crafted by specialized artisans to the highest standards of luxury savoir-faire.

UNIFORME upholds a philosophy of "conscious minimalism": concise, precisely tailored collections combine rigor of line and military and utilitarian influences with the comfort of streetwear, and are made from responsibly sourced materials free of plastic derivatives. Though nominally men's wear, versatile silhouettes inspired by time-honored classics appeal to a broad audience and are designed to be worn for a lifetime before, hopefully,...

...being handed down to the next generation.

In 2020, Hugues and Rémi moved the UNIFORME studio from Paris to Nantes so that they could work hand-in-hand with local manufacturing partners and at the same time reconnect with nature. From the drawing board to finished collections with distinctive details, UNIFORME reflects their way of life and their conviction that style should be both versatile and made to last. "We believe in a way of consuming fashion that involves buying sparingly but better, holding on to favorites, and passing them along," the designers explain. "If you love something, you want to wear it forever."

In 2021, Hugues Fauchard and Rémi Bats of UNIFORME were doubly gratified for their commitment and ethos of "conscious minimalism": in June, the young men's wear brand was named a finalist for ANDAM's Pierre Bergé prize, and in July it returned to Florence, Italy, as a special guest for the "Sustainable Style" initiative at Pitti n°100.

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### **OUTLINE WHY YOU ARE APPLYING FOR THE INTERNATIONAL WOOLMARK PRIZE:**

We are applying to the International Woolmark Prize today as we believe it is the most prestigious, ethical, ecological and sustainability-driven fashion award today.

The Woolmark Prize embodies the conscious and modern fashion community we want to belong to.

As two designers passionate about fabrics and yarns, we feel a very strong connexion to all the initiatives taken by Woolmark to promote the sustainability of Australian Merino wool.

We also deeply relate to the Prize commitments to innovative practices on sourcing, tracking, block and supply chain.

Being in control of our supply chain is a major commitment for us to the extent that we moved our studio from Paris to Nantes last year so we could work locally and hand-in-hand with our manufacturers now located less than 30 minutes away from our studio.

UNIFORME designs being driven by the use of natural fibers, it feels very legitimate for us to apply to the only Prize that promotes a specific fiber such as wool which is the most sustainable and versatile fiber to us.

By working with Woolmark, UNIFORME would also highly benefit from getting access to the international Prize network and very sought-after mentoring program. As a young brand focusing on know-how preservation, local production and high-quality fibers it would be a tremendous honor for us to work with historic Woolmark partners in order to develop made to last garments through innovative sourcing and manufacturing.

### **DESCRIBE HOW YOU CURRENTLY WORK WITH WOOL:**

Wool plays a critical role in UNIFORME's collections since the beginning as the versatility of the fiber gives us endless creative options and allows us to innovate through developments.

From our Overshirt made with zero emission Italian wool to our oversized belted coat made of Austrian Loden this natural fiber has always held a special place in our designs whether formal or more technical.

In every collection, Winter or Summer alike, we have a very extensive use of merino wool from suits, shirts, trousers, hoodies to accessories.

Some of our best sellers today being our oversized shirt and our revisited workwear-inspired pyjamas both made of cool merino wool.

Working with wool also gives us an unbeatable control over our supply chain and the sustainability of our garments as we precisely know what yarn we use, how much resource we use and where it comes from.

As such, we have been collaborating with some major spinners and weavers to develop our woven and knit collections.

As each piece of our collections is designed and crafted as part of an extensive reflection on sustainable development, the use of wool has been our best ally in this endeavor.

With a very limited impact on the environment and as a natural and renewable resource, wool also allows us to lower our carbon footprint which really matters to us.

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In addition to the use of a fiber with a positive impact, we have the privilege of working with a local family-run French knitting factory in Normandy with a very strong know-how.

Thanks to them, we have been able to develop low impact creative pieces such as our iconic Fall-Winter 21 double roll neck wool sweater.

### **DESCRIBE CURRENT SUSTAINABILITY PRACTICES:**

UNIFORME's collections are locally made in France and in North Italy from responsibly sources materials.

Most of our French factories are located less than 30 minutes away from our studio as we have moved from Paris to Nantes in order to minimize our impact on the environment and reduce our carbon footprint.

Our warehouse is located next to our studio and very close to our factories to reduce freight transport.

Since Fall-Winter 2020 our collection have been free of plastic derivatives. As an alternative, we have replaced it with Econyl® which is a regenerated nylon made out of waste such as ghost fishnets and plastic bottles recovered from landfills and oceans around the world.

We also have a very strict sales and production policy as we only produce what we have sold to avoid stocks and waste.

Working with our manufacturers on a local and daily basis has helped us rationalized our production process. We only make a single sample per design each season. In order to achieve that we visit our French manufacturers daily when we develop the collection so we can adjust every detail and solve any problems ahead of the garment making. This rationalized production process has helped us drastically reduce our fabric and supply consumption as we only use what we precisely need.

Every season, we repurpose and upcycle garments and fabrics from previous collections. Making an inventory of what is already available before buying anything new is always the starting point of our collections.

We are extremely careful with fabrics sourcing and traceability as well. We select organic certified fabrics and supplies as much as possible and we make sure to have a good traceability for every component used in the making of our collections. However, we always favor traceability and circularity over uncheckable certification.

We have an agreement with our factories to reuse packaging and supplies season after season which has proven to be a success as they urged their other clients to put into practice the same agreement.

Improving our sustainability practices is a daily and ongoing commitment. Our journey in conscious design is led by our motto: "Scraps are never waste."

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### ADDITIONAL RELEVANT INFORMATION:

In 2021, UNIFORME was named a finalist for ANDAM's Pierre Bergé prize, and has returned to Florence, Italy, as a special guest for the "Sustainable Style" initiative at Pitti n°100.

### STOCKISTS:

- GALERIES LAFAYETTE HAUSSMANN (FRANCE)
- SSENSE (CANADA)
- HUDSON'S BAY (CANADA)
- FEUILLE (CANADA)
- FARFETCH (UNITED KINGDOM)
- BROWNS (UNITED KINGDOM)
- BOON THE SHOP (SOUTH KOREA)
- LA SAMARITAINE (FRANCE)
- HARVEY NICHOLS DUBAI (UNITED ARAB EMIRATES)
- ART HAUS (TAIWAN)
- BABY'S ALL RIGHT (JAPAN)
- CEDARWOOD (JAPAN)
- O DAIKANYAMA (JAPAN)
- EIGHT SOHO (AUSTRALIA)
- PLEASE DO NOT ENTER (USA - LOS ANGELES)

### PRESS COVERAGE:

- WWD: <https://wwd.com/runway/mens-spring-2022/paris/uniforme-paris/review/>
- PITTI UOMO: <https://uomo.pittimagine.com/en/news/Sustainability-at-Pitti-Uniforme>
- LE FIGARO: <https://www.lefigaro.fr/mode-homme/les-six-jeunes-createurs-qui-ont-marque-la-fashion-week-de-paris-20210627>
- LE MONDE: [https://www.lemonde.fr/m-le-mag/article/2021/06/27/immigration-ecologie-politique-quand-la-mode-s-empare-de-l-actualite\\_6085930\\_4500055.html](https://www.lemonde.fr/m-le-mag/article/2021/06/27/immigration-ecologie-politique-quand-la-mode-s-empare-de-l-actualite_6085930_4500055.html)
- GQ.FR: <https://www.gqmagazine.fr/style/article/tout-ce-qu-il-faut-retenir-de-la-fashion-week-homme-printemps-ete-2022>
- FASHION NETWORK: <https://uk.fashionnetwork.com/news/Paris-menswear-sphere-the-incubator-grows-up,1314391.html>
- PARIS FASHION WEEK: <https://parisfashionweek.fhcm.paris/en/a-conversation-with-remi-bats-and-hugues-fauchard-uniforme-2/>
- VOGUE.IT: <https://www.vogue.it/vogue-talents/gallery/paris-fashion-week-mens-talent-primavera-estate-2022>

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- THE IMPRESSION: <https://theimpression.com/dries-van-noten-yohji-yamamoto-boramy-viguier-uniforme-spring-2022-mens-fashion-show-reviews/>
- VOGUE.COM: <https://www.vogue.com/slideshow/uniforme-small-batch-french-menswear-brand>
- VOGUE.FR: <https://www.vogue.fr/vogue-hommes/article/mode-marques-homme-francaises-instagram-2021>
- VMAN: <https://vman.com/article/uniforme-modernizes-the-traditional-for-fall-winter-2021-collection/>
- LE MONDE: [https://www.lemonde.fr/m-styles/article/2021/01/25/paris-fashion-week-un-vivier-de-jeunes-talents\\_6067538\\_4497319.html](https://www.lemonde.fr/m-styles/article/2021/01/25/paris-fashion-week-un-vivier-de-jeunes-talents_6067538_4497319.html)
- WWD: <https://wwd.com/runway/mens-fall-collections-2021/paris/uniforme-paris/review/>