





MANIFESTO

Text by Valentin Porcher, co-founder

Why should we settle for less when it comes to our clothes compared to our food?

The same logic we use to choose organic, locally sourced produce from small farmers over the supermarket aisle applies here: supporting a 100% independent brand like OLOW is ultimately making the same kind of conscious decision.

Since 2006, we have stood by a single principle: to stay independent.

Against all odds and despite tempting opportunities for rapid growth, we've remained committed to making every decision on our own terms, from running our small business to the way we live our lives.

An ethical choice, a win-win philosophy where everyone plays a part, from our manufacturers and their teams to our customers, including the spinners, retailer partners, or simply our own team. A steadfast commitment to fair pricing and the use of responsible, natural, or recycled materials only.

We offer high-quality, durable clothing made within a limited radius, rather than halfway across the world.

In a world where many brands follow the dictates of their investors or the groups they are now tethered to, we have chosen to remain independent, transparent, free, and human-scale. Without the stress of figures, schedules, targets...

This freedom extends to our creative process. OLOW is, above all, a creative studio where collections are co-designed with artists who share our values. Without any limits or commercial constraints.

A deliberately artisanal and authentic approach to creation, where human connections, touch, materials, poetry, and above all, joy take center stage. Unique garments, rich with stories, that bring happiness and lightness to an otherwise dull world.

THE BRAND

Since 2006

**Creative, independent,
and committed since its
foundation in 2006, OLOW
is much more than a French
clothing brand.**

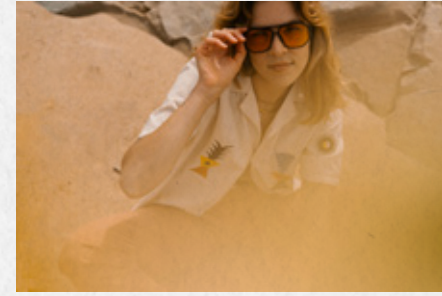
From its workshop-boutiques in Paris
and Nantes, OLOW federates artists
from all over the world and defends the
idea of a quality mixed wardrobe.

The vintage and workwear-influenced
collections are produced in small family-
run factories in Portugal, or more locally
in France, using traditional methods.

Each piece is made from natural, mostly
organic materials, spun in France or its
close European neighbors, and labeled
with Oeko Tex dyes.

*Member of the collective
1% for the Planet*





«Our friendship is still intact, just like our original vision: to create a brand that's sustainable, committed, accessible, creative, human, independent, and free.»



OUR HISTORY

With Valentin & Mathieu, co-founders

Passionate about art, keen to get away from it all and convinced of the need for an ecological revolution, Valentin Porcher and Mathieu Sorosina, two long-time friends, decided in 2006 to embark on a project combining ethical textiles and artistic collaboration.

From the time they met on school benches in Montreuil to the present day, via their first offices in this mud cellar, we've come a long way. Hundreds of brainstorming sessions and coffees, of course, but also lots of laughs, sleepless nights, travel and countless wonderful encounters.

Each collection is a pretext for questioning the world, telling new poetic stories or taking to the road. It's also an opportunity to push ourselves a little further, with exciting artistic, social, ecological and craft projects.

20 years after the creation of the brand, Mathieu and Valentin, like good captains, are still at the helm of the OLOW boat, but now surrounded by a lovely team of 10 people, divided between their boutique-workshops in Paris and Nantes, where they continue to put on events of all kinds, including exhibitions, screenings and concerts.

Their initial thirst for freedom is as strong as ever, and their unflinching need for independence is now their standard.



*Lookbook by photographer
Thomas Lodin*



OUR COMMITMENTS



01. European
manufacturing

02. Our
materials

03. Fair
pricing

04. Supporting
causes

Deeply conscious of environmental challenges and a true commitment to human well-being.



01. European manufacturing

In the picturesque region of Braga, Portugal, just a short distance from the ocean, we head there twice a year to finalize our collections.

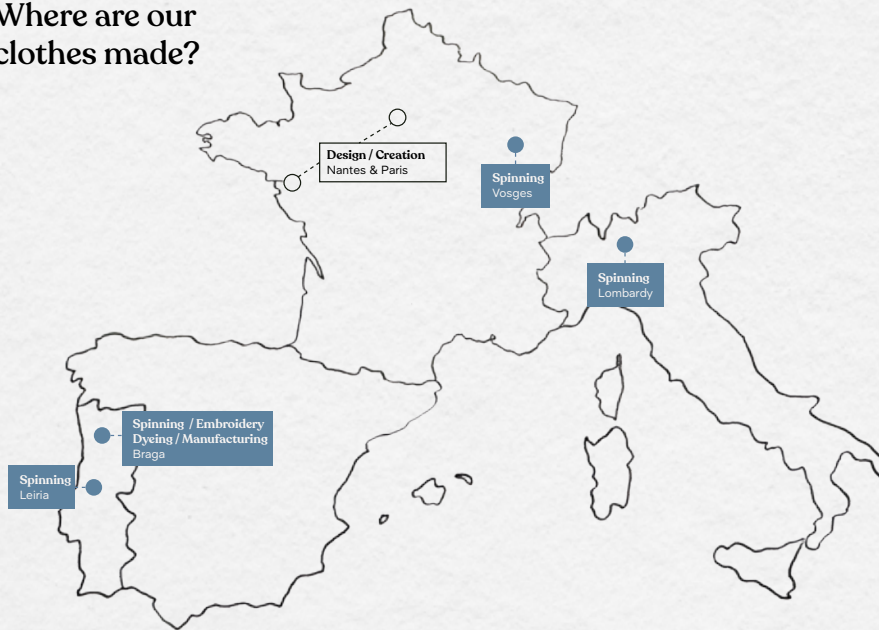
The atmosphere is peaceful and rural, nestled among vineyards, hills, eucalyptus trees, lemon groves, quaint churches, and locals chatting at the corner café. The factories are all close to one another, though it's not unusual to get caught behind a tractor on the cobblestone roads, adding a little extra slowness, poetry, and authenticity to our stays.

The 5 family-run factories we work with prioritize the well-being of their employees, ensuring fair wages and safe working conditions.

It is always a pleasure to catch up with Miguel and Marco, our trusted advisors. As well as Vitor, Eugenia, and Pedro. With a positive spirit, they guide us, lend us their expertise, and help us address any challenges. In the evenings, we sometimes enjoy some great moments, with accordion music in the air, surrounded by their growing children.

Without them, OLOW wouldn't be where it is today.

Where are our clothes made?



02. Our materials

All of the fabrics we use are chosen with care, not just for their aesthetic appeal, but also based on a range of criteria, including durability, origin, and level of eco-friendliness.

We always favor organic cotton, but also innovative and water-efficient materials such as hemp.

For recycled polyester, we often opt for Seaqual, a unique fiber crafted from plastic retrieved from the Mediterranean Sea.

Though the focus often falls on the finished product, the spinning process is just as important. For this, we work exclusively with French partners or those from nearby regions like Portugal, Spain, and Italy. Companies with rich histories and a firm grip on their entire production process.





03. Fair pricing

Offering high-quality, sustainable products at a reasonable price has always been one of our priorities.

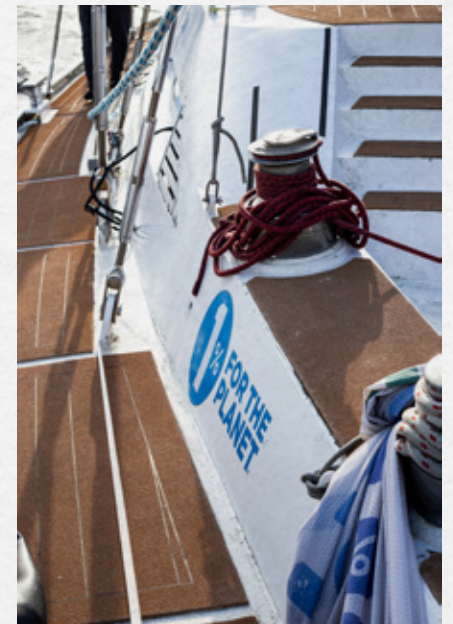
This allows our factories to continue their activities and development, while maintaining responsible production methods and a good quality of life.

But also allows the brand to thrive and have a better vision for the future, while offering a wide audience the opportunity to treat themselves without breaking the bank.

All this is possible when the brand decides to be part of a global societal context, practicing reasonable margins and not seeking unlimited profit at the expense of everything else.

04. Supporting causes

Our commitments go beyond our production methods, and we regularly work with social and environmental organisations such as Secours Populaire France and Wings The Ocean, as well as being a member of the 1% for the Planet association.





Durable, hard-wearing materials
woven in France or our close
European neighbours.



LEXICON OF MATERIALS

All our cottons, whether organic or conventional, are carefully selected and woven in Europe (mainly Portugal, Spain and France) in factories that comply with strict environmental and ethical labour standards.



**GOTS organic
cotton**

The majority of our T-shirts are made from GOTS-certified organic cotton. This label guarantees the organic nature of textiles, from the harvesting of raw materials and the manufacturing process, through to the packaging, labelling, sale and distribution. On a social and ethical level, good working conditions and decent wages as well as a ban on child labor are also required by the label.



**Recycled
cotton**

Cotton is one of the most widely used materials and its culture is one of the most polluting in the world. By using Recycled cotton, we avoid wasting natural resources while significantly reducing our ecological footprint.





Recycled polyester

Polyester is a chemical synthetic fiber derived from petroleum. It's a very polluting material which is very difficult to degrade and depletes natural resources. By recycling polyester products, we avoid pollution linked to its manufacturing and limit the waste it generates. We mostly use it for the collars and inside sleeves of our jackets.



Corozo

A Spanish term for vegetable ivory, corozo, or tagua, is the flesh of the fruit of the ivory-nut palm (called albumen) native to the Amazon rainforest. It can be carved, turned and polished as easily as ivory. All the buttons of this collection are made with corozo.



Seaqual

Many of our garments are proudly manufactured using an ecological fiber created by Spanish company Seaqual. Since 2016, Seaqual 4U has been committed to protecting aquatic habitats by creating a groundbreaking fiber from plastic waste collected from our seas and oceans.



Water-based screen printing

The use of water-based ink avoids the use of solvents, which are harmful to health, and reduces environmental pollution caused by the release of volatile organic compounds.



WOOL FOCUS

We work exclusively with historic, high-end European spinning mills in Italy and Portugal. The Wool is obtained in compliance with ethical and environmental standards, while reflecting exceptional craftsmanship. Behind each piece lies genuine artisanal work: sourcing, spinning, and making.

An exceptional raw material, from shearing to spinning

The Wool used in our winter collections comes exclusively from sheep reared on farms committed to animal welfare, certified by internationally recognised labels such as Wool mark, Responsible Wool Standard (RWS) and Global Recycle Standard (GRS). These certifications ensure strict traceability and adherence to ethical practices, from the harvesting of the Wool to its transformation into a finished product.

The quality of the Wool begins with shearing, a process that must be carried out with respect for animal welfare.

In terms of Wool type, we prefer long, fine and uniform fibres, such as Merino Wool, which is characterised by its softness, lightness and thermoregulating properties. These qualities allow for better management of moisture and body heat while ensuring the durability of the finished products.





CREATIVE EFFERVESCENCE

Every collection is an invitation to embark on a journey of artistic, human, and poetic discovery.

It could start from a sudden urge to escape or a desire to share a personal story. Or, like recently, it might come from a wish to poetically explore issues that go beyond just being a clothing brand, ones that speak to us deeply. In every case, what comes first is the imagery that surrounds the theme, the film that plays out in our heads, often emerging in flashes of scenes.

From there, a whole vocabulary emerges, followed by an inspiration moodboard that sets the tone for the collection. All this groundwork leads to the creation of key pieces and, more broadly, a collection plan. Alongside this, we maintain a constant process of research, engaging with artists of all kinds to collaborate and work side by side. This collaborative aspect is at the core of our brand and still represents at least 50% of our pieces today.

ARTISTIC RESIDENCY

with 4 artists selected per season

After drastically reducing the number of artists per season in order to improve the consistency of our collections and also to gain more interaction and proximity with them, we are now taking a new step in our creative process.



Tired of remote communication and digital technology in general, we had a strong desire to initiate collaborative and artistic work related to our themes in a more intimate, human and experimental way, with a workshop lasting several days.

A few months ago, we invited them to *Les Ateliers de la Ville en Bois* in Nantes (France), a place dear to our hearts, nestled between an industrial landscape and bucolic nature, for our latest FW26 collection. It was an incredible moment of communion that opened the door to what we had always been waiting for.





OUR SHOPS

Alongside our e-shop, OLOW also has two creative boutiques/studios and a network of passionate retailers scattered across the globe, from La Baule to Seoul, passing through New York and Brussels.

Shop Paris - Haut Marais

48 rue de Montmorency - 75003 Paris

Drawn by the city's vibrant cultural, social, and environmental energy, and its lifestyle that brings you closer to nature, part of the OLOW team made the move to Nantes several years ago. After the Bungolow across from the famous Elephant and the Ateliers de la Ville en Bois, we opened our second headquarters in April 2023, just a few steps from the cathedral.

The space consists of an OLOW shop on the ground floor and an artistic studio upstairs. Designed as a "workshop," it invites artistic exploration, wandering, disconnection, and escape.

Shop Nantes

1 rue Saint-Denis - 44000 Nantes

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Sales manager

Alexandre Picard
alexandre@olow.fr

Shop Paris

48 rue Montmorency
75003 Paris, France

Shop Nantes

1 rue Saint-Denis
44000 Nantes, France

@we_are_olow
olow.fr