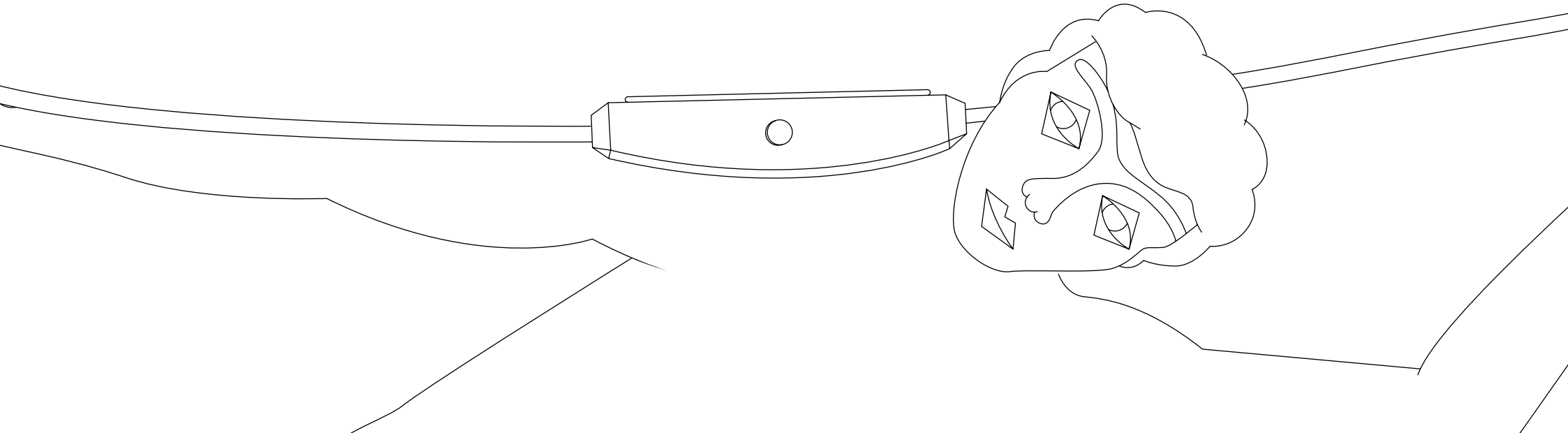
CHALEAU

from art to garment.



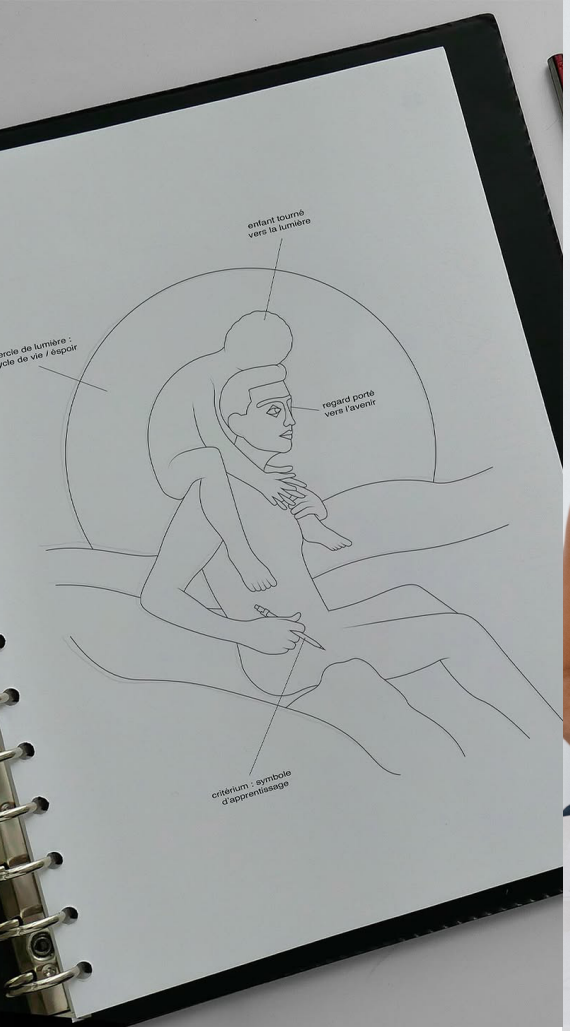


## FROM ART TO GARMENT

Chazeau brand was born from a meeting that was as unexpected as it was instinctive: Arthur Chazeau, an artist, and Thierry Vainqueur, a creative director with over 30 years of experience. Two generations, two backgrounds and two distinct perspectives, brought together by a shared ambition: Create garments designed to stand the test of time.

Arthur's murals, narratives and artistic experiments take on a new dimension through Thierry's expertise and creative vision, transforming each piece into a medium for expression.

At the crossroads of art, fashion and craftsmanship, Atelier Chazeau creates a wardrobe in which clothing becomes a space for storytelling. A work of art in motion, carried through the city. More than a fashion label, Atelier Chazeau is an ongoing dialogue between artistic creation and textile design.




## 1. THE STORY

It all begins with a drawing, an emotion, a story. This initial artwork becomes the starting point from which each collection is built and developed.



## 2. THE STRUCTURE

Once the direction has been established, Thierry interprets it and develops a series of silhouettes designed to reflect the narrative of the collection, while incorporating all or part of the original artwork.



## 3. THE MURAL

In parallel with the development of the collection, the mural begins to take shape. The collection's key materials echo the artwork and its narrative, helping to create a distinct visual world for each season.



## 4. THE COLLECTION

Each collection is composed of a limited number of pieces, with every garment carrying a fragment of the story behind it.

## EXCELLENCE & CRAFTSMANSHIP

Our collections are made in Tunisia, within a long-established manufacturing region renowned for its expertise in denim and high-quality woven fabrics.

This strategic location, close to our key markets, allows us to combine flexibility, responsiveness and the ability to restock efficiently. Our production partner also manufactures for leading international brands, operating to some of the highest standards of quality and technical expertise in the industry.

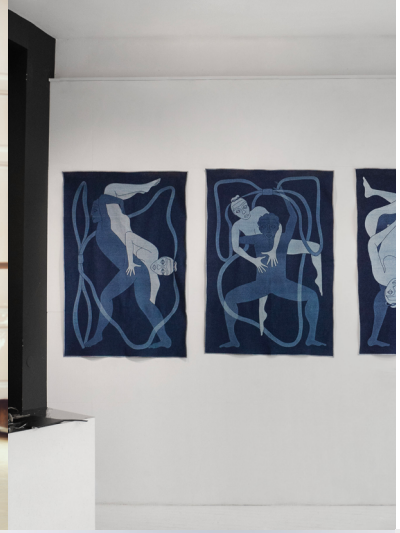
Equipped with modern, high-performance facilities, the factory ensures exceptional manufacturing quality while offering the agility required to bring each collection to life with precision.

Beyond its technical expertise, our partner stands out for its deeply human approach, built on respect for the women and men whose craftsmanship contributes every day to the quality of our garments.














## MORE THAN A CLOTHING BRAND

Atelier Chazeau reinterprets the codes of streetwear and workwear through a more sensitive, refined and timeless approach. Arthur's artworks become the starting point for each collection, while Thierry's experience gives them shape, volume and function. Each garment becomes an extension of the narrative. Designed to be worn, lived in and to evolve with the person who makes it their own.

This approach is also reflected in the quality of the materials, the precision of the manufacturing process, and the attention given to comfort and durability. The cuts are developed around bodies rather than gender: above all, Atelier Chazeau creates garments in which everyone can feel at ease, express themselves and move freely.

Denim holds a central place in the identity of the brand. An emblematic workwear fabric, valued for its durability, character and ability to evolve over time, it provides a natural canvas for our exploration of volumes, treatments and details. Reinterpreted from one collection to the next, denim has become a true signature of Atelier Chazeau. At the intersection of function, craftsmanship and artistic expression.






















## WORN BY CREATIVES

Since its beginnings, Atelier Chazeau has grown alongside a community rooted in art, music, image-making and contemporary culture. This close relationship has developed organically, through encounters, collaborations and the people who have chosen to make the brand part of their everyday lives.

Today, a growing number of artists wear Atelier Chazeau on stage, in the studio, in the street and during public appearances. They are neither paid nor part of a traditional ambassador programme: they wear the pieces because they genuinely connect with the approach, the garments and the world of the brand.

This spontaneous relationship is central to Atelier Chazeau. More than an influencer strategy, it has created a living network of creatives who make the garments their own and give them new stories. A community that does more than follow the brand. It actively contributes to its identity and its reach.

## IN FRANCE AND BEYOND

For Atelier Chazeau, being present in stores is not simply about increasing the number of points of sale. Retail is an extension of the brand's universe. A space where people can discover the fabrics, understand the volumes, experience the cuts and fully grasp the connection between the original artwork and the garment.

This story first took shape in Paris, through distinctive and complementary destinations such as Kiliwatch, Citadium and Demain Rétro. Spaces chosen for their ability to bring together fashion, culture and creativity.

Gradually, Atelier Chazeau has expanded its presence beyond the capital, with locations in Lyon and Toulouse, before extending internationally to Tokyo. This development naturally reflects an identity designed to travel and connect with different creative communities.

Our ambition is to build a selective and coherent distribution network, made up of stores that are able to tell the story of the brand as much as sell it. Being present where our community lives, creating meaningful encounters and offering a complete Atelier Chazeau experience: seeing the artwork, feeling the fabric, understanding the story and, ultimately, wearing it.











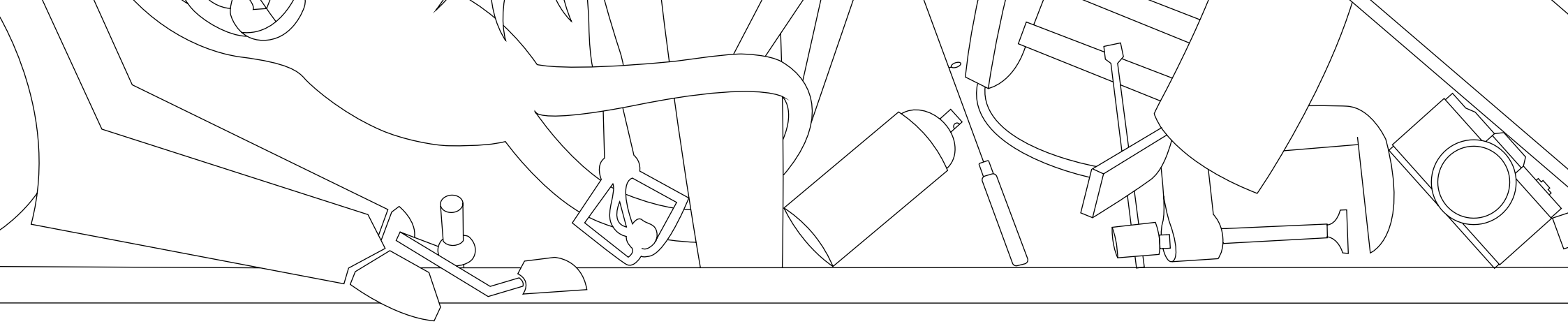












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