



TRANOÏ

Brands Selection

A NEW EVENT DEDICATED TO EMERGING DESIGNERS

With this groundbreaking event, Tranoi introduces a unique, inspiring approach to fashion and celebrates the innovation and excellence that make up the sector's value. The event features the menswear collections and women's pre-collections from 22 French and international designers with a creative vision that's both personal and rigorous. The designers will showcase their S/S 22 collections for an audience of buyers, leading retailers, influencers and French and international opinion leaders :

8IGB (FR)

AMOK (JAPAN)

ATLAL FROM GALBI (FR)

BETTINA VERMILLON (FR)

BLOKE (NIGERIA)

CELINE SHEN (FR)

DUARTE (SPAIN)

EMERGENCY ROOM (LEBANON)

GUDU (UKRAINE)

GUNTHER (FR)

HABEY CLUB (SPAIN)

JACK GOMME (FR)

KYLE HO (UK)

LES PISCINES (FR)

MOUTY (FR)

OTEYZA (SPAIN)

PHILEO (FR)

STEVEN PASSARO (FR)

THALIE PARIS (FR)

TJ WHO (NIGERIA)

YULIAWAVE (RUSSIA)

ZAID BY ZAID FAROUKI (DUBAI)

8IGB



Brand Overview

IGB community clothing is a high streetwear skate lifestyle inspired brand, based on strong graphic and dual meaning slogans which often have a spicy twist.

8IGB community clothing's concept comes from the desire to give a very intimate and free dimension to clothes, with a certain love for bad taste mixed with a poetical and decadent view of life. Easy shapes for difficult prints.

Website [8IGB](#)

Instagram Profile [8IGB](#)

AMOK



Brand Overview

Yuki Oshima was born in 1986, Gunma Prefecture, Japan. He worked for Maison Mihara Yasuhiro as a pattern maker from 2008. In 2014, he started his label amok. Amok won the 2017 Tokyo New Designer Fashion Grand Prix.

Dismantle traditionally good design, and create clothing that resonates with our deepest emotions using innovative methods. By using references deriving from the past heritage all around the world, Amok fuses them with original embroidery and motifs using new and modern technologies. Amok challenges to create nonconformity during the creative process.

Website [Amok](#)

Instagram Profile [Amok](#)

ATLAL FROM GALBI



Brand Overview

The main inspiration of the brand atlal comes from The Culture. The designer studied in several parts of the world and worked for several french fashion Haute Couture brand and is very attached to her roots. French-Algerian designer Lilia Yasmin grew up in Paris and spent most of her studies abroad in Italy & United States always keeping with her its algerian culture through music, cinema, arts and literature. This multiculturalism inspired her to launch atlal a fashion label designed by the roots.

Website [Atlal from Galbi](#)

Instagram Profile [Atlal from Galbi](#)

BETTINA VERMILLON



Brand Overview

Giving meaning to creation is bettina vermillon's starting point. The patented technology of our durable and recyclable aluminium heel revolutionizes our creation and allows us to produce less and better! Respectful of a true savoir-faire and committed to doing things better, bettina vermillon makes all its pairs of shoes in france and italy from its original manufacturing partners, with a human, social, and societal goals.

Website [Bettina Vermillon](https://bettinavermillon.com)

Instagram Profile [Bettina Vermillon](https://www.instagram.com/bettinavermillon)

BLOKE



Brand Overview

As a label with a quirky and artsy design aesthetic, devoted to sustainability, preservation of long established local artisanal practices, using locally sourced materials, we engage a small community of knitters, diverse textile artists, local artisans and design groups in Nigeria working closely together in communicating our design language and brand ethos.

Website [Bloke](#)

Instagram Profile [Bloke](#)

CELINE SHEN



Brand Overview

CELINE SHEN is a french feminine fashion brand that combines fashion, choreography and philosophy highlighting the aura of clothes. Everything is made locally, manufactured in France. She is privileging mostly recycled fabrics coming from France and Europe. She recycles fabrics that cannot be used anymore to give them a second birth. Her garment is intemporal and unique. The collection is made like a wardrobe, each piece can be taken apart and put back together in numerous ways. Each look is composed of fragments which allows the creation of several silhouettes.

Website [Celine Shen](https://www.celineshen.com)

Instagram Profile [Celine Shen](https://www.instagram.com/celineshen)

DUARTE



Brand Overview

Duarte is a young brand, founded in 2016 by Carlos Duarte, which offers, intelligent, authentic and contemporary pieces of clothing for the men's and woman's wardrobe, developed with years of experience in Tailoring that our team possesses. Each prêt-à-porter collection, introduces a small evolution in this area, to improve continuously and surpass us every day to give our clients the best possible experience.

Website [Duarte](#)

Instagram Profile [Duarte](#)

EMERGENCY ROOM



Brand Overview

The founder of Emergency Room who in 2015 decided to leave the comfort of a luxury fashion studio behind and drive towards the unknown along the Lebanese coast.

In Tripoli, a city north of Beirut, he joined a team of barely skilled seamstresses and chose to train them, teaching them everything he knew about making clothes. The women, would in return show him their hometown, its hidden and secret gems, its authentic souks where thrift stores and high jewelry shops collide.

Website [Emergency Room](https://www.emergencyroom.com)

Instagram Profile [Emergency Room](https://www.instagram.com/emergencyroom/)

GUDU



Brand Overview

GUDU's core mission is female empowerment through virtuous tailoring. The brand's fundamental concept is to place a woman on the center stage — lending her a distinctive right to feel worthy of applause for simply being herself. GUDU designs adorn the female body through dramatic, sensual silhouettes and masterpiece tailoring with total look showstopper aesthetics. Each piece is a sculptural embellishment, engineered with uncompromising quality.

Website [Gudu](#)

Instagram Profile [Gudu](#)

GUNTHER



Brand Overview

Particularly attentive to the textures, colours and energies that surround her in Paris or during her travels, Naomi Gunther promotes an *effortless* chic style in all circumstances, timeless and remarkable, refined materials and ancestral know-how. In January 2019 and with the arrival of Gabin Ducourant as Director of Image, they gave birth to GUNTHER, a Parisian brand of contemporary-luxury clothing. Their vision: to dress the modern man, chic and casual, with comfortable cuts, responsible materials and a creative parti-pris.

Website [Gunther](#)

Instagram Profile [Gunther](#)

HABEY CLUB



Brand Overview

Habey Club is a Spanish brand that seeks ethical fashion and offers artisanal items made in Spain.

Website [Habey Club](#)

Instagram Profile [Habey Club](#)

JACK GOMME



Brand Overview

Jack Gomme's collections, designed in Paris and made in France, are created and designed in the 19th arrondissement of Paris, just a stone's throw from the Buttes Chaumont.

From day one, the made in France has been an integral part of the brand's DNA.

This label is an essential guarantee of quality and has become an obvious ethical choice for Jack Gomme. Each model is imagined by Paul and Sophie and takes shape in Paul's hands in his workshop.

Website [Jack Gomme](#)

Instagram Profile [Jack Gomme](#)

KYLE HO



Brand Overview

Born and raised in Hong Kong, Kyle moved to London in 2014 to hone his craft. Driven by his unconventional perception of the world, his design philosophy is guided by the principle of challenging the status quo and subverting expectations – to find the extraordinary in the ordinary. With a focus on progressive bespoke tailoring, the Kyle Ho aesthetic seeks to elevate menswear by forgoing tradition and rebuking the restrictions of the field through the incorporation of high-fashion silhouettes.

Website [Kyle Ho](#)

Instagram Profile [Kyle Ho](#)

LES PISCINES



Brand Overview

Les Piscines is a clothing brand from Paris. We were founded based on a vision to provide fresh, high quality pieces that strike the perfect balance between style and comfort, laid back and sophisticated.

Website [Les Piscines](https://www.lespiscines.com)

Instagram Profile [Les Piscines](https://www.instagram.com/lespiscines)

MOUTY



Brand Overview

“Mouty” is a young Parisian label created in 2018 by Bertille and Thomas.

The two designers aim to transcribe their vision of the perfect garment, by precise cuts and quality materials. Collections are conceived in their Paris Atelier, where each fabric is sourced from the best European and Japanese suppliers.

Website [Mouty](#)

Instagram Profile [Mouty](#)

OTEYZA



Brand Overview

OTEYZA, is a Spanish men's fashion firm founded in 2011 by Paul García de Oteyza and Caterina Pañeda, with a shop and workshop in Madrid. Since opening its shop doors, they have been shaping the following three pillars their business: artisanal tailoring, industrial tailoring, and the pret-a-porter collections created each season to present internationally.

Website [Oteyza](#)

Instagram Profile [Oteyza](#)

PHILEO



Brand Overview

PHILEO is therefore a fundamentally collaborative brand, I want to draw from all generations to shape a universe that nevertheless feels like me, whose values are:
a strong awareness of the environment, of sharing, and of synergy between subjects.
PHILEO is my passion that transforms my emotions into a collection.

Website [Phileo](#)

Instagram Profile [Phileo](#)

STEVEN PASSARO



Brand Overview

Being part of the hyper sensitive spectrum, Steven sees, thinks and feels the world more intensively. It is with his conscious sensibility that he uses garments to respond to the environmental and social pressures in our contemporary society.

THALIE PARIS



Brand Overview

Thalie is a Parisian brand of fine leather goods, combining ultra-luxury, textile innovation and sustainable development. Thalie was conceived as a brand strongly oriented towards sustainability in all phases of its design, production and distribution. Thalie is reinventing the codes of the “new bourgeoisie” and “the eco-conscious”.

TJWHO



Brand Overview

TJWHO is a minimalist menswear brand that aims to blur the lines between the past, the present and the future. By exploring a blend of West African, European and the Japanese culture, we offer refreshed interpretations of native and urban basics that can withstand time and trend. Japanese culture, we offer refreshed interpretations of native and urban basics that can withstand time and trend.

Website [TJWHO](https://www.tjwho.com)

Instagram Profile [TJWHO](https://www.instagram.com/tjwho)

YULIAWAVE



Brand Overview

YULIAWAVE is a Russian clothing brand with unique and recognizable aesthetics, harmoniously combining femininity and masculinity, classics and rebels, rigour and absolute freedom.

Website [Yuliawave](https://www.yuliawave.com)

Instagram Profile [Yuliawave](https://www.instagram.com/yuliawave)

ZAID BY ZAID FAROUKI



Brand Overview

With such a global background being as an Arab American as well as being educated in the Italian fashion techniques I found inspiration in the fusion of cultures. Imagining a woman adorned by European clean cuts, true American liberties, and the ever-existent Arab dramatization has helped me to create the globally hybrid woman, a representative of a new globalized world and the woman whom I yearn to design for.

My pieces are all hand made and abide by couture techniques, embroidery, and finishing.

Website [Zaid by Zaid Farouki](https://www.zaidbyzaidfarouki.com)

Instagram Profile [Zaid by Zaid Farouki](https://www.instagram.com/zaidbyzaidfarouki)

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