

AIRÈNE

BRANDBOOK



WWW.AIRENELABEL.COM

At AIRÈNE, we believe clothing is more than what you wear — it is a quiet language of elegance, intention, and self-expression

THE BRAND

[AIR-REN]



Our collections are born from a commitment to beauty with purpose. Each piece is crafted using carefully sourced deadstock fabrics — rare, limited, and often the last of their kind. By reimagining what already exists, we honor both craftsmanship and the planet, creating garments that feel timeless rather than tied to passing trends.

AIRÈNE was founded with the vision of a modern wardrobe that is graceful, feminine, and sustainable. Every silhouette is designed to celebrate the wearer: fluid, confident, and understatedly powerful.

OUR VISION



AIRÈNE



We aim to design the garment equally beautiful from inside and outside. Everything is handcrafted by our seamstresses.

We create in limited quantities, not only to preserve exclusivity, but to ensure each garment carries intention. No excess, no waste — only meaningful design.



SUSTAINABILITY

At Airène, sustainability is at the heart of everything we do. We believe that true luxury is responsible, intentional, and timeless. Our approach goes beyond trends — it's about creating garments that are beautiful, elegant, and made with care for the planet.

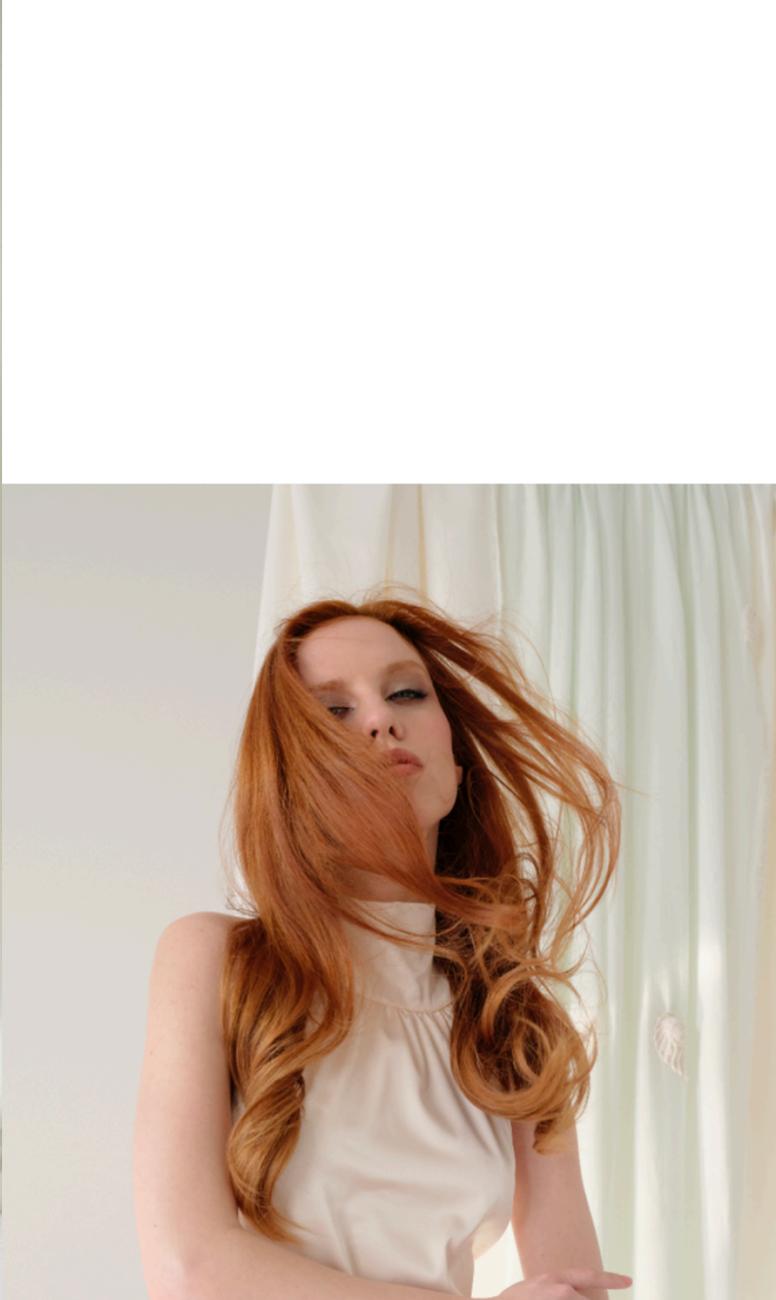




COLLECTIONS
“SAGA” A/W 25/26



AIRÈNE

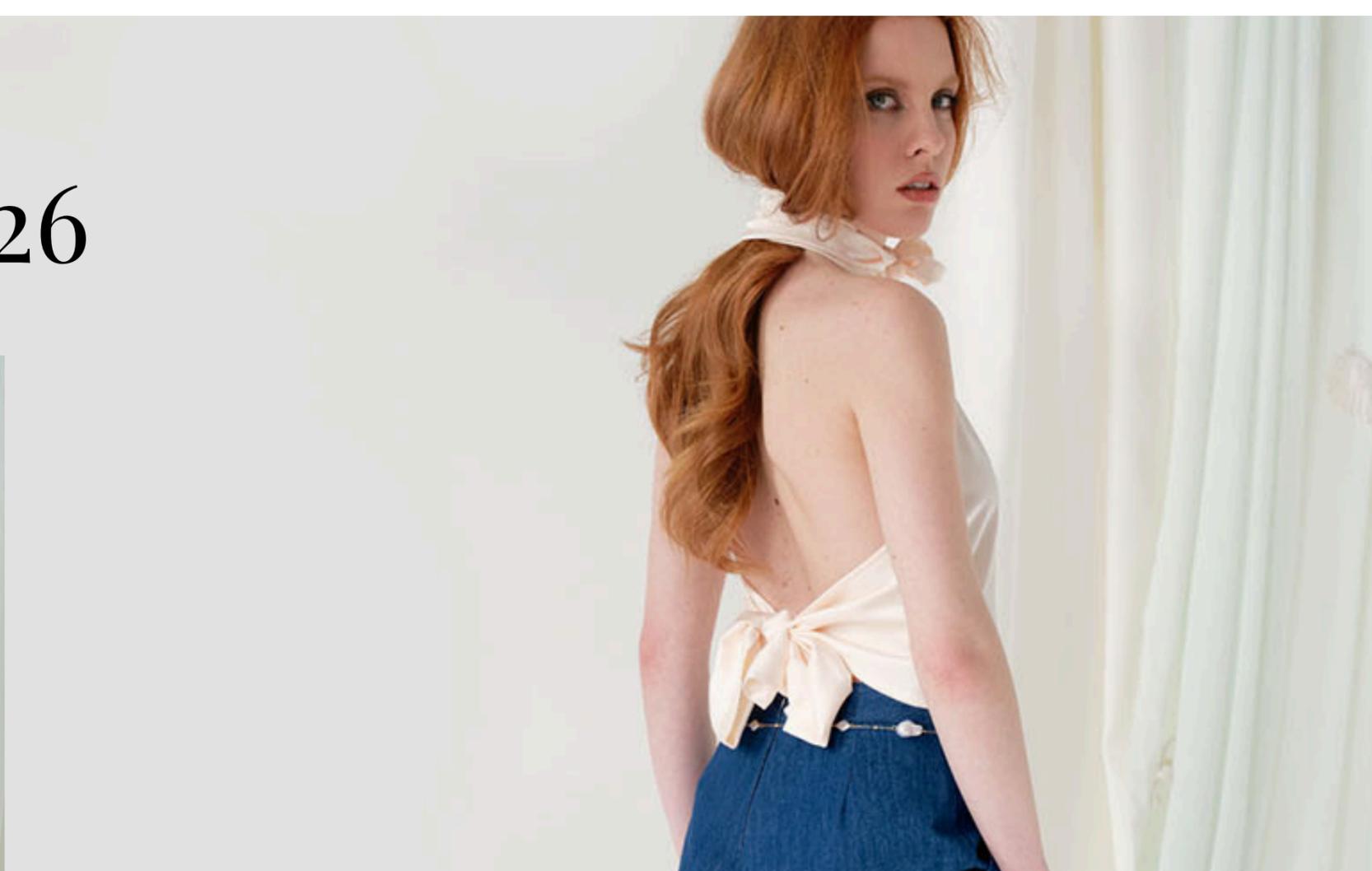


COLLECTIONS
"ONDINES" S/S 26



“ONDINES” S/S 26

NEW COLLECTION



A WHISPER FROM THE DEEP

The Spring/Summer collection emerges like a tide at dusk—mysterious, fluid, and ethereal. Ondines draws its magic from the hidden beauty of the sea’s nymphs, reimagined through the elegance of natural deadstock fabrics. Dark navy wool–silk mesh shimmers like midnight water, shaping cropped blazers and skirts that appear to drift with every movement. An embroidered mesh in soft pinks and blues evokes glimmers of coral and reflected light, while frost-colored cotton brings a breath of air—weightless, serene, and impossibly soft—forming refined silhouettes in an embroidered midi skirt and top.

Anchoring the collection, a deep-green wool and cashmere windstopper jacket captures the quiet power of the ocean’s depths, protective yet poetic.

Ondines is a tribute to nature’s secret world—luxurious, enigmatic, and touched by myth—where every garment feels like a relic carried from beneath the surface, meant to be worn by the modern siren.

LOOK 1



"Perla" top with bows

Perla is an ecru white satin top defined by a luminous surface and an open, backless silhouette. Crafted in fluid satin, it drapes softly over the body, catching the light with a pearl-like sheen.

"Coralia" embroidered tulle skirt with lining

Coralia is a tulle pencil skirt adorned with delicate embroidery inspired by coral formations beneath the sea. Fine threads in soft pink, blue, and white trace organic, reef-like patterns across the sheer surface, creating depth and movement with a light, ethereal feel.

LOOK 2



"Brise" wide-leg denim trouser

Brise is a wide-leg high-waisted denim trouser designed for effortless spring style. Cut for a relaxed, flowing silhouette, it drapes beautifully on the body, creating movement reminiscent of a gentle sea breeze. Crafted from soft, high-quality denim, Brise balances structure and fluidity, offering comfort without compromising on shape. Its versatile design allows it to be styled casually with tucked-in tops or dressed up for a more elevated look.

LOOK 3



"Marine" wool & cashmere lightweight jacket

Marine is a lightweight wool-cashmere jacket designed for the in-between moments of spring, when softness and warmth still matter. Crafted from a luxurious blend of 95% wool and 5% cashmere, it offers natural insulation while remaining breathable and fluid on the body. Its hooded silhouette adds a relaxed, contemporary edge, while adjustable waist ties allow the jacket to be worn loose and effortless or cinched for a more structured, feminine shape. The green-blue hue recalls shifting sea tones, giving Marine a calm yet powerful presence. Elegant yet practical, Marine moves easily between city and coast—an outer layer made for transition, versatility, and quiet confidence.

LOOK 4



"Filet" mesh crop jacket

This cropped jacket is designed as a companion piece to the "Filet" skirt, balancing structure with texture. Cut with short sleeves and finished with a buttoned front, it offers a sharp yet relaxed silhouette that sits lightly on the body.

The defining detail is its lapel with deliberately rough edges, evoking the tactile quality of maritime craft and worn fishing nets shaped by the sea. This raw finish contrasts with the clean lines of the jacket, adding depth and character to the design.

"Filet" silk & wool mesh skirt with pleat

"Filet" is a mesh mini skirt crafted from a refined silk and wool blend, inspired by the structure of fishing nets and the transparency of the sea. Lightweight yet softly structured, the openwork fabric creates movement and texture while offering a delicate balance between strength and fluidity.

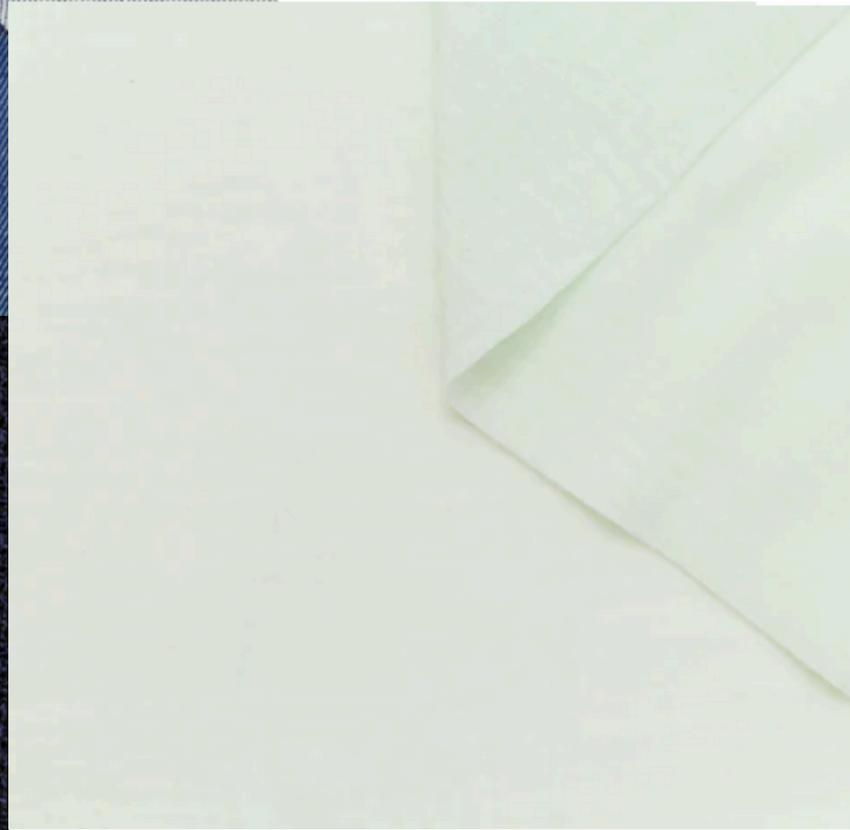
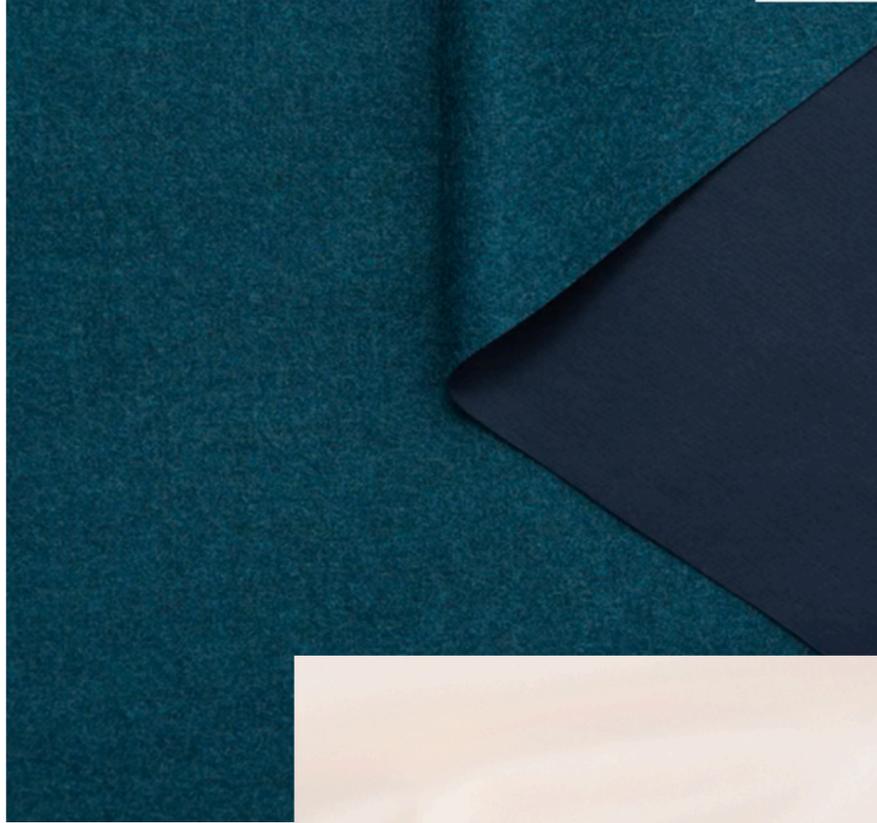
Fully lined on the inside, Filet provides comfort and coverage without compromising the lightness of the mesh.

Evoking the raw poetry of maritime craft, Filet brings a sensual, contemporary edge to the collection—an ode to the sea, translated through texture and form.

DETAILS



FABRICS



THANK YOU

AIRÈNE



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