

August, 2025

American Vintage

OPENS A NEW STORE IN WATERLOO

Brusselsesteenweg 171, 1410 Waterloo, Belgium



AT THE END OF AUGUST, AMERICAN VINTAGE WILL OPEN A BRAND NEW WOMEN'S, MEN'S AND KIDS' STORE IN WATERLOO

American Vintage sets up shop in Waterloo! In the 67-square-metre store you will find all the brand's iconic Men's, Women's and Kids' clothes, surrounded by natural materials and colours. A nod to the Mediterranean, echoing the noble materials and origins of the Marseille-based label.

Public Relations

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AMERICAN VINTAGE DNA EVERYWHERE

Inspired by the United States, Michaël Azoulay founded the American Vintage brand in Marseille in 2005. Influenced by the great outdoors and the resolutely relaxed atmosphere that emanates from it, he decided to reinvent that most timeless of basics: the t-shirt.

As the seasons passed by, the collections expanded, becoming structured around more elaborate clothes. American Vintage now has Men's, Women's and Kids' lines, with colours and fabrics, the house's DNA, that excite and energise.

Over the last few seasons American Vintage has been developing a unique boutique concept around the world. Now conceived as living spaces, they are designed to encourage moments of sharing - while playing an active part in the new dynamism of cities. This vision is then applied to each opening, adapting to the particular store location.

MORE THAN JUST A STORE: A DESTINATION

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AMERICAN VINTAGE MEN, WOMEN AND KIDS

Brusselsesteenweg 171, 1410 Waterloo, Belgium
FROM END OF AUGUST 2025

ABOUT

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KOM ERBIJ!