

American Vintage

SPRING–SUMMER 2026



SS26 ACCORDING TO AMERICAN VINTAGE

The promise of longer, sunnier days sparks a desire for a lighter wardrobe. For spring–summer 2026, American Vintage silhouettes highlight comfortable fabrics, deliciously retro colours and fluid cuts. Pieces designed to blend seamlessly with the core essentials that define the DNA of the Marseille-based label.

SETTING COURSE FOR COOL LISBON

This season, the American Vintage team travelled to Portugal, heading for the cobbled streets of its capital. As always, the brand sought out an authentic street cast. The faces of spring–summer — women, men and children alike — are plural yet distinctive.

“We shot both indoors and outdoors. We once again worked with Pepe Lobe, a photographer we truly value at American Vintage. Videographer Thomas Lachambre, with whom we regularly collaborate, captured the essence of this new collection in motion.”

Together, they immortalised the portraits of our seasonal models, who now join the AMV family.” — Jenny Lazzarelli, Image Director at American Vintage

A VITAMIN-BOOSTED SEASON

Three worlds unfold this season. First comes **Delicatessen**, resolutely feminine and charming. A consciously soft aesthetic expressed through fluid silhouettes that play with volume. Fabrics — from luminous velvet to fluffy knits — are irresistibly cosy. The colour palette revolves around pastels: a signature butter yellow and a subtle vintage Marshmallow pink, balanced by a vibrant vintage Splash blue. These shades reappear across a series of prints — polka dots, stripes and small boats.

Next is **Farmers Market**, a universe that pays tribute to the South, Provence and vintage tablecloths. At American Vintage, these references translate into comfortable pieces designed to be worn from morning to night, in the city or in the garden. They come in pop colours such as vintage Strawberry red, Citronella green and mottled Atmosphere blue, as well as in prints that are sometimes fruity, sometimes floral.

Finally, the collection travels back in time with **Laundry**. Ultra-nostalgic, this wardrobe pays homage — as its name suggests — to the vitamin-packed laundromats of the 1980s. Retro cuts dialogue with a variety of fabrics: ultra-soft knits meet denim and fleece. The colour story leans fully into retro, with Brugnion yellow, fluo Petunia pink and Provence violet.

LET THE HOLIDAYS BEGIN

The menswear collection returns to simplicity and slow living through three themes. First, the calm before the storm with **Calm in Chaos**, a wardrobe that becomes the uniform for waterside walks and calls for the nostalgic softness of summer. Cotton silhouettes are paired with fleece and denim — true signature fabrics of the House — and dressed in pastel tones such as Ecu, Café au Lait brown and Nettle green.

A different mood emerges with **Countryside Gateway**, where discovery and afternoons spent outdoors take centre stage. The wardrobe becomes more technical and outdoor-oriented, featuring fabrics that are alternately waterproof or comforting. The colour palette echoes wide-open spaces, with Lettuce green, Canary yellow and Terracotta brown.

The highlight of the collection, **Summer Lab**, offers an out-of-office take on the office uniform — because yes, the holiday bell has rung. Time for elegant relaxation, where cotton meets a reinvented suiting fabric that is soft, lightweight and adorned with tennis stripes. Always relaxed in shape, the silhouettes come in a range of greys, from Mirage to Caviar.

This spring–summer, American Vintage offers more than a wardrobe: an immersion into a world where indoor and outdoor silhouettes become one. Days stretch on, and possibilities feel endless.