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LOOKBOOK

PREMIER DEGRÉ

Independent designer collective

ATELIER EVEIL LUDIQUE

Founded in the heart of Paris in 2019 by Mirco Bercelli, Atelier Éveil Ludique began in a modest atelier but with a grand vision.

After having previously worked in the fashion industry in Delhi, India, and witnessing firsthand the devastating effects of mass-produced fashion, Mirco set out to create something different: a brand that values history, human touch, and our environmental impact above all else.

Atelier Eveil Ludique works only with second-hand clothing as raw materials, crafting pieces that are as unique as the stories behind them.

DOUBLE SHIRT



Distributed in France, Denmark, Taiwan, Korea and Online.

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BAGGY TAILORED PANTS



JUPKA SKIRT



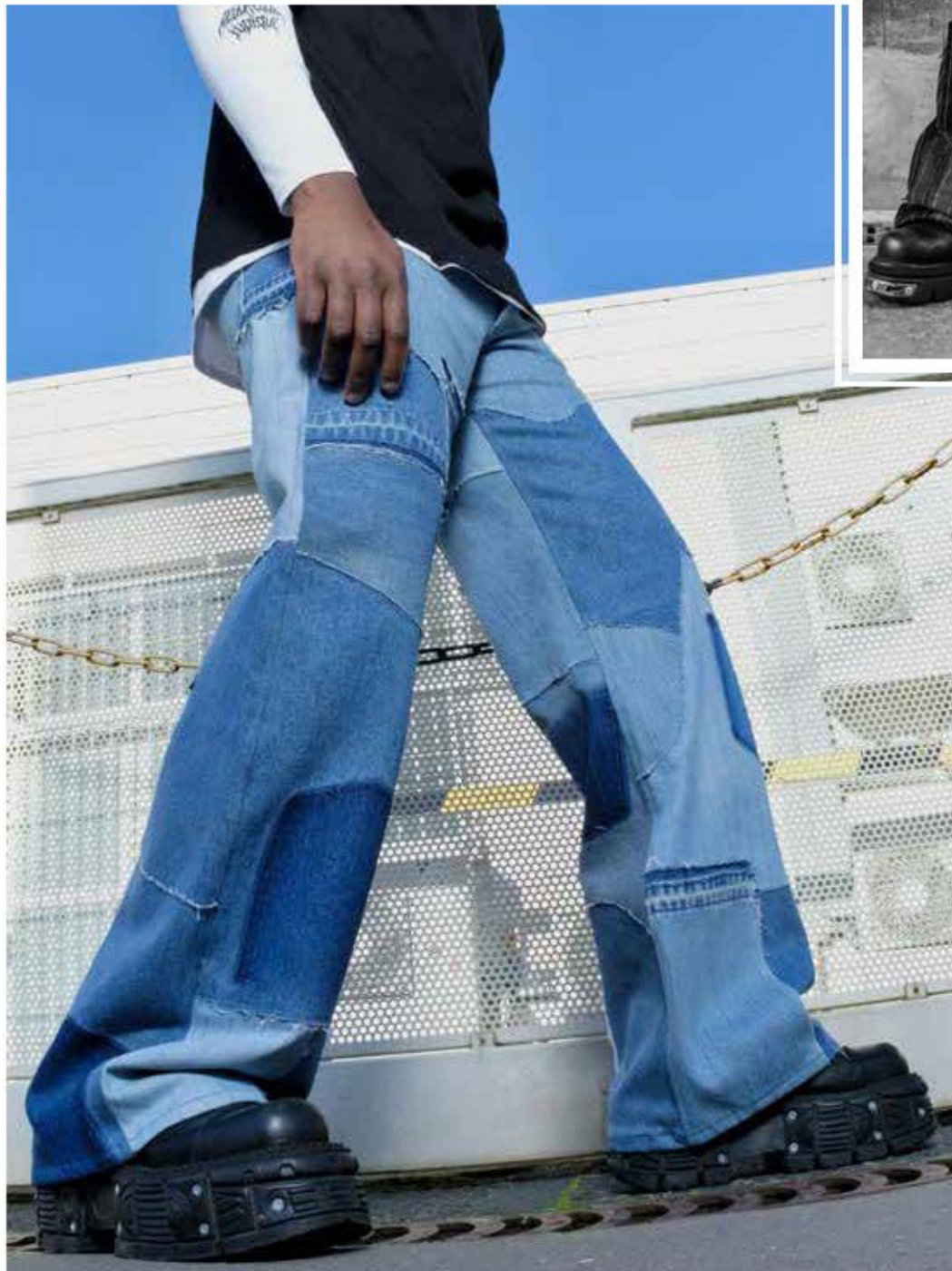
Inspired by a post-corporate world, this mini-skirt transforms vintage blazers and shirts into a fresh, modern silhouette. Made from deconstructed second hand blazers and shirts, it features a pleated sleeve and a colorful shirt cuff. The materials used feature wool-blends, cotton and polyester.



Maintenance	_____	Dry clean only
size	_____	S/M/L
colors/variation	_____	shades of black with a colorful touch
		The cut of the skirt may vary slightly according to stocks.

RECONSTRUCTED JEANS

Working with used clothing represents a creative challenge. Atelier Eveil Ludique aims to produce its own fabric in order to develop its design language. These denim are made from deconstructed denim, patchworked into new sheets of fabric and featuring a sewn in pinstripe.



Maintenance _____ Dry clean only
 size _____ S/M/L
 colors/variation _____ shades of black / shades of blue
 The cut of the baggy may vary slightly according to stocks.

BILEL A.CHOUTRI

Bilel A.Choutri is an independent Paris-based brand, founded in 2021, sitting at the crossroads of fashion, design, and technology. It creates contemporary accessories and objects inspired by futurism, automotive culture, and cyberpunk aesthetics.

Each piece blends craftsmanship, local production, and new technologies like 3D printing. Through limited editions and experimental designs, the brand offers a more personal, free-spirited, and forward-looking take on fashion

Distributed in France, UK, Korea and Online.

MECHA BAG



The Mecha Bag is a sculptural handbag inspired by the aesthetics of giant robots, futuristic engineering, and industrial design. Entirely created through 3D printing, it transforms an everyday accessory into a true collector's piece.

Its flexible yet structured TPU 3D-printed construction, defined by mechanical lines and intricate details, creates a bold and graphic silhouette, while its glossy finish highlights every element of its design. Blending fashion, art, and innovation, the Mecha Bag embodies the distinctive universe of Bilel A.Choutri.





KAOUTSHOES

Sculptural and technical, the KAOUTSHOES embodies the vision of Bilel A.Choutri : a dialogue between industrial design and futuristic aesthetics.

Their silhouette, inspired by car tires and the tuning culture, evokes speed and modernity. They are perfect to elevate a basic outfit and effortlessly adaptable to any style. The 3D-printed elastic resin features an internal honeycomb structure, which provides adaptive comfort and remarkable flexibility.



Designed in Paris, made to order each pair is unique, the result of a precise and artisanal production process.

EXOSCULPTURE

Exosculpture is an experimental fashion project that blends streetwear and upcycling within a futuristic dystopia. Born from a desire to create a free and personal universe, the project transforms existing materials into unique pieces, entirely designed and handcrafted.

Through material research, artisanal construction, and avant-gardiste silhouettes, Exosculpture explores a more creative, responsible, and inclusive approach to fashion. Each piece becomes a way of sculpting the body and identity through clothing.



Distributed in France, Denmark and Online.







VVV is a creative project led by Nicolas Lherpinière-Salerno, a Paris-based designer working through garment transformation, storytelling, and upcycling.

His practice focuses on reimagining existing clothing as expressive, narrative pieces, lending intuition, graphic intervention, and handmade processes. Each work emerges from a dialogue between memory, image, and material, turning garments into vessels of emotion and fiction. Alongside personal collections, VVV develops collaborations and special projects with brands and creative platforms, bringing a distinct artistic language into new contexts.

Distributed in France, Denmark, Japan and Online.

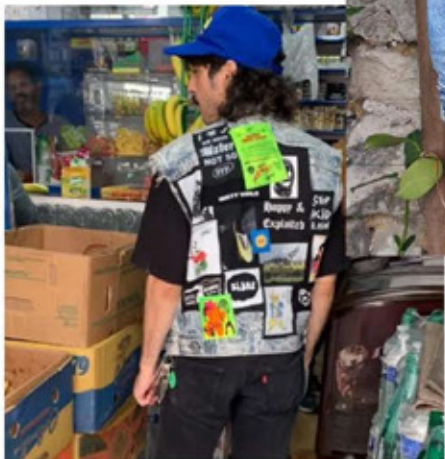


VVV is an open and evolving project, welcoming collaborations and new stories to be shaped through clothing.









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