

BOARDING PASS



➤ Mapping out the road to success
for creative French brands

PROMAS
DEFI



What

A one year program dedicated to French fashion designers (Menwear in priority) to develop their brand awareness and distribution in key international markets

Hosted By

PROMAS, French menswear federation with the support of DEFI

Where

2025 : SEOUL
2026 : SHANGHAI

Mission of the program

To roll out a cultural and commercial strategy in the selected country for four emerging French menswear brands. During 1 year, a team of experts and a commercial coach, all chosen by PROMAS will accompany the Brands to be fully prepared to export in the selected country. Promas takes in charge all the set up of the market trips as well the coachings. Moreover PROMAS, takes also the responsibility to develop local connexions with buyers, press & influencers.

Below, Anne-Laure Bourot-Oval, Coach Leader for Boarding Pass. 35 + years experience in senior managing positions in the fashion Industry. Today senior advisor in luxury and emerging brands, and general manager for Ludovic de Saint Sernin.



Steps &Contents

Market trip 1 (March): The first market visit aims to familiarize brands with the cultural environment, retail sector, press, and influential figures, as well as to meet with industrials, and buyers from concept stores: 3-4 days of total immersion in the country.

Masterclass & Coaching (April to June) : legal, communication, logistics with experts to fully prepare the brands to export and raise their brand visibility in the country.

Market Trip 2 (July): a 4 days showroom with buyers during Fashion Week. Events with press, key people



Seoul 2025



1st Edition : SEOUL

Backed by DEFI, *Promas – the French Federation of Menswear* – proudly launches its new initiative, “**Boarding Pass,**” spotlighting the future-shapers of French fashion on the global stage. For its debut edition, Promas sets course for South Korea, unveiling **four of the country’s most avant-garde menswear labels.**

Brands

From poetic minimalism to unapologetic optimism, **3.PARADIS, MOUTY, OUEST PARIS** and **PIÈCES UNIQUES** embody the progressive spirit of a new generation of French creators. Each brand has already captivated the French fashion ecosystem — acclaimed by buyers, celebrated by the press, and honored by institutions such as the **ANDAM Fashion Prize**, where they’ve all stood as finalists or winners in recent years.



OUEST PARIS

MOUTY

PIECES UNIQUES

3.PARADIS



3.PARADIS: Dreamscapes Woven in Time

With global acclaim from the 2024 ANDAM Special Prize to a Canadian Arts & Fashion Award, **3.PARADIS** is more than a label—it's a philosophy. Designer Emeric Tchatchoua weaves surreal storytelling and poetic symbolism into introspective collections that straddle reality and dream. Guided by a design approach that blends **visual surrealism with quiet emotion**, 3.PARADIS

explores the universal themes of duality, identity, and the passage of time. Its aesthetic is refined, poetic, and charged with subtle storytelling — garments that don't shout, but speak.



OUEST PARIS: Hedonistic Workwear Meets West Coast Dreaming

Finalist of the 2023 Pierre Bergé ANDAM Prize and now on the official Paris Fashion Week® calendar, **OUEST PARIS** by Arthur Robert revisits the codes of a modern urban wardrobe through a pop cultural lens. A dreamlike encounter between Paris and California, the brand blends raw denim, skate-inspired silhouettes, traditional volumes, workwear accents, and sustainable fabrics. Arthur Robert amplifies a multicultural narrative attuned to the ecological and social urgencies of our time.



MOUTY: The Poetry of Precision and Emotion

Founded in Paris in 2020, at the crossroads of love and creativity, **MOUTY** is the shared vision of Bertille and Thomas Mouty — a duo whose romance and artistic synergy infuse every garment with quiet intensity, blurring the lines between tailoring and streetwear to reflect a more fluid, introspective masculinity. MOUTY doesn't impose a vision of manhood — it opens space for vulnerability, exploration, and emotion. Each collection is a personal reflection, an emotional landscape captured in cloth.



PIÈCES UNIQUES: Silence, Soul & Street Wisdom

Rooted in Paris, a winner of the 2024 Pierre Bergé ANDAM Prize, **PIÈCES UNIQUES** is a menswear house that drifts quietly through the spheres of fashion, art, and memory. Since its founding in 2016, it has stood as more than just a label — an ever-evolving canvas where garments become vessels of emotion, culture, and gently folded messages woven into form. Creative director Edmond Luu distills pop culture, anime, and everyday life into minimalist, poetic forms.



Market Trip 1

Retail tour : 15 stores visited. Arts galleries. Meetings with buyers and influencers
 Showroom : MONACO SPACE to exhibit a curated selection of silhouettes of each brand
 Official Diner at the Shilla Hotel

The Leadership Team

Hervé Huchet & Matthias Deon for PROMAS, Anne-Laure Bourot-Oval (Coach), David Kang (Market expert)

Market Trip 2

2 Days commercial showroom @ MONACO SPACE
 1 day event for 60 PRESS & INFLUENCERS with 30 publications for the brand as a result of the event
 1 Night privatized event @CCCS for key opinion leaders in Seoul

The Leadership Team

Hervé Huchet & Guillaume Ruby for PROMAS, Services Continu (Event and PR)

Future Plans

By 2026, PROMAS intends to launch its second edition in Shanghai exploring possibilities with Fashion Week connexions and a potential POP UP store during Trip 2.

SEOUL JULY EVENTS



**Monaco Space
customised for the
brands**



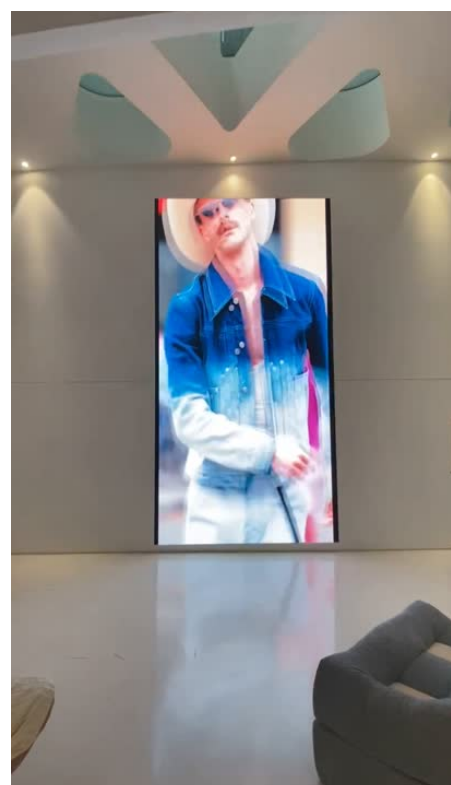
**Press Day
hosted by local PR agency**



**CCCS night event
hosted by Services Continu**



Showroom Set Up



GIANT BRAND VIDEOS FORMAT



Designer Jun-Sung Lim: Speakers - Lamps- Sofa

Brands presentation



3 PARADIS



PIECES UNIQUES



Brands presentation



OUEST PARIS



MOUTY

Editorials and Influencers posts



UNA_JUNG :
180 K



WNSGURRHA : 18.4 k



WNSGURRHA/OUEST



EYESMAGAZINE : 1.1 M /
4 MARQUES



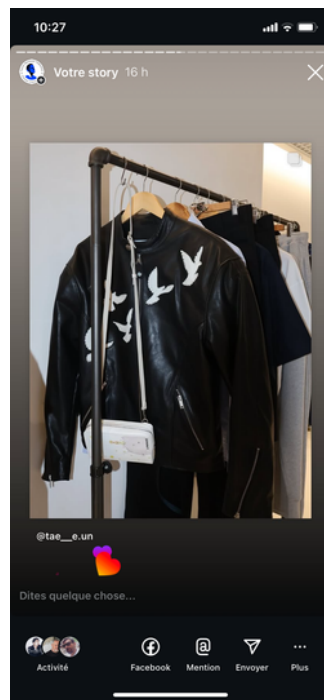
EYESMAGAZINE : 1.1 M / 4 MARQUES / 4 INTERVIEWS + STORIES



PAP KOREA : 147 K



SEO_LUKHYUN : 181 K



TAE_E.UN : 593 K



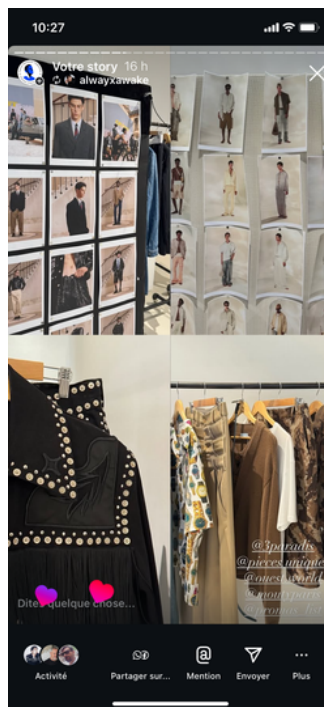
SEO_LUKHYUN : 181 K



SEO_LUKHYUN : 181 K



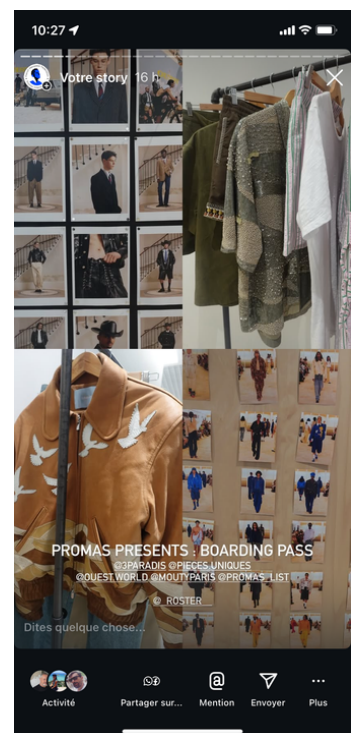
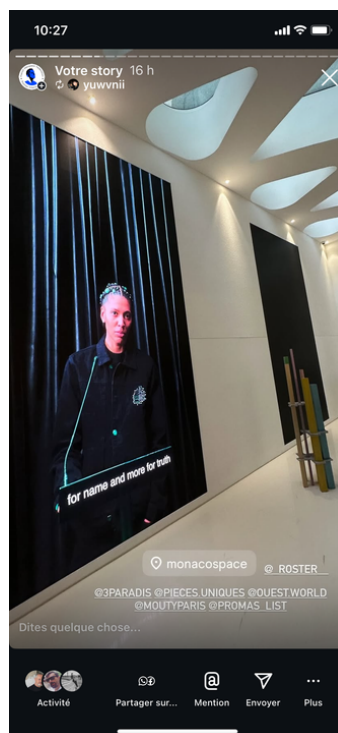
SEO_LUKHYUN : 181 K



ALWAYXAWAKE : 242 K



YANGGENG88 : 80 K



DIANAJEONG : 0.7 K

TIMELESSBRUNO : 404 k

yuwnvni : 62.9 K

yuwnvni : 62.9 K



yuwnvni : 62.9 K

tae_e.un : 593 K

james_virtualman : 168 K

goodsoozin : 26.7 k



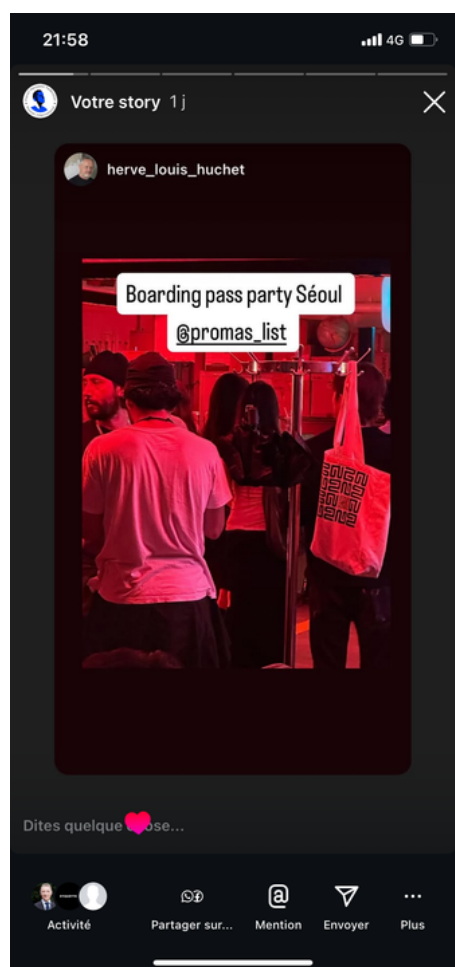
TIMOHE: 0.75 K



JW_ VINCENT : 85.5 K



JKSTREAMS : 3.9 K



CCCS PARTY



BOARDING PASS

A springboard to the international stage



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