

SIMPLIFIER

ABOUT

SIMPLIFIER is a French brand established in Paris since 2020 with the mission to bring a modern wardrobe with a foundation in shirts.

Focus on quality, the shirts are using premium fabrics such as the signature oxford cotton woven in Portugal to create relaxed looks which form an aesthetic unique to the brand.

SIMPLIFIER combines timeless and functional essentials. The products are designed to be unisex and comfortable for everyday life.





WHY ?

SIMPLIFIER was registered in 2020 by Christophe NGUYEN during the COVID-19 lockdown.

After sold the brand **LES (ART)ISTS** to an Italian company, Christophe wanted to start a new brand with this new project as a reboot. The desire was to build a brand of shirts inspired by old shirts makers such as CHARVET Place Vendôme but with a modern twist.

The brand draws its inspiration from the minimalist movement with its artists like Ludwig Mies van der Rohe, Donald Judd, John Pawson, Agnes Martin or Jil Sander.

How to pronounce to **SIMPLIFIER** ? in French simply ! **sin•pli•fyé**

What does it mean ? Make it less complex and easier to understand.

SIMPLIFIER wants to become a reference among the shirts makers. The vision is to make casual shirts and accessories focus on quality and timelessness.



« Less is beautiful »





PHILOSOPHY

SIMPLIFIER makes shirts designed in modern cuts to be unisex and timeless. The result is minimalist and comfortable shirts for a casual look representing an aesthetic unique to the brand.

LESS IS MORE

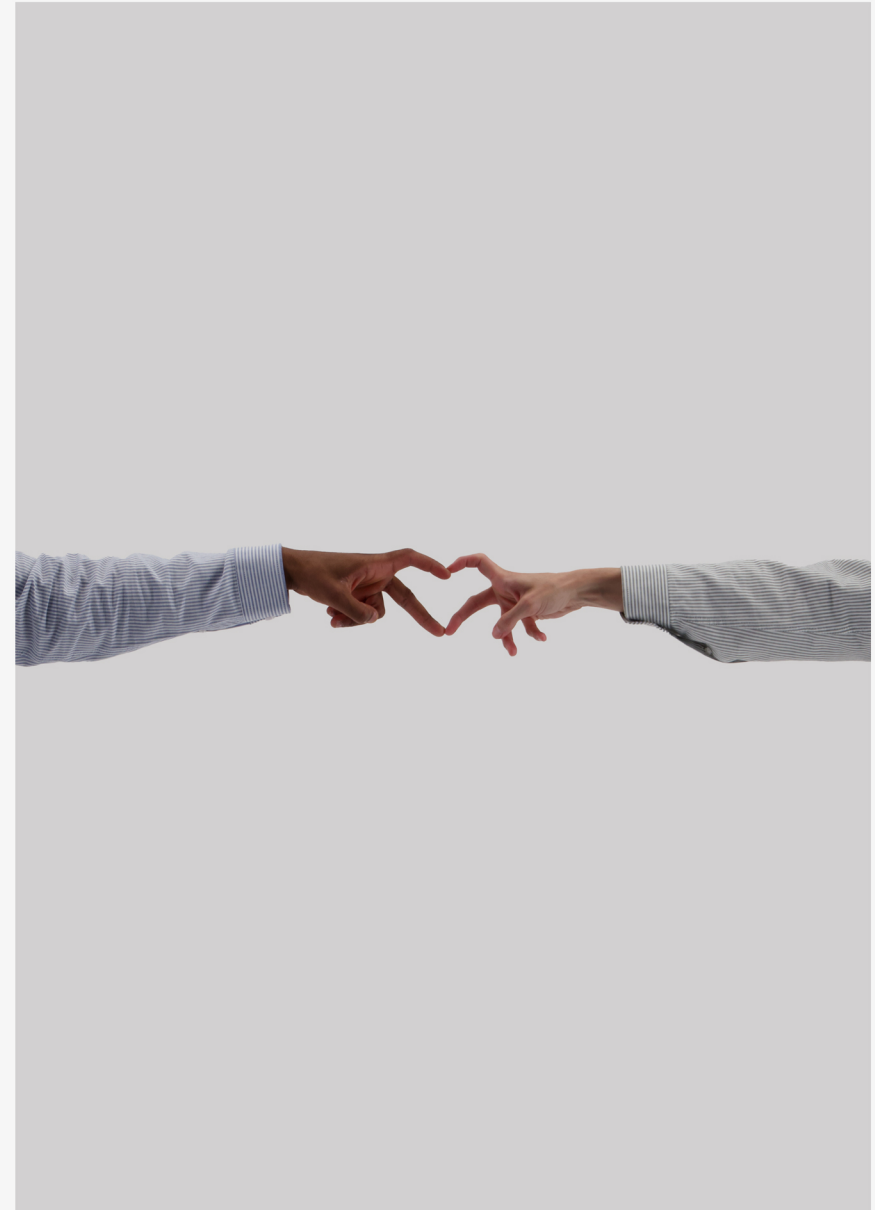
We make sportswear clothes with a minimal approach. We produce an unisex wardrobe easy to match for everyday life. Simplicity is the ultimate sophistication.

LESS BUT BETTER

We offer effortless essentials for a relaxed silhouette. We want to create timeless basics for a casual look.
We do our best by manufacturing a simple, functional and modern wardrobe while respecting people and our environment. Basics do not mean boring.

QUALITY OVER QUANTITY

We use ethically sourced materials. We select premium fabrics and sometime the finests. We make our clothes mostly in Europe in limited quantities. Sustainable is the new normal.





SHIRTS

SIMPLIFIER is not a Fashion label and does not offer seasonal collections. The brand offers a range of shirts from oxford cotton woven in Vilarinho, Portugal.

The timeless shirts use the signature oxford made in 100% cotton, weight 140 gr/m² with a easy care finish.

We love this fabric because it is 4 seasons fabric with references from preppy style and sportswear attitude.

The original shirt RALPH is designed in Paris with a boxy for a casual look. This unisex shirt is made in Portugal close to Porto by a workshop specialized in shirts.

Now, we offer different fits such as the boyfriend, a men shirt that could be worn by women. The shirts are available in a large palette of colors. The oxford cotton fabric is made in different finishes.

The brand now offers a custom service like initials, embroideries and patches to make shirts unique.

SIMPLIFIER is a genderless brand making modern shirts focus on quality in order to last. Our vision is to become a recognized shirts brand.





PRESS

SIMPLIFIER received a warm welcome from media like Pause magazine, Nss magazine, L'Officiel, Marie France and TV5 Monde ...

The brand does not work with press office but trust to the word of mounth and organic relationships.



TV5 MONDE



COMMUNITY

SIMPLIFIER considers in offline is the new luxury but the brand uses the Instagram account @simplifier.paris as a window.

The community counts many Key Opinion Leaders such as Sarah Andelman (ex-Colette owner), Barbara Malewicz, Annemiek Kessels alias Modeamour, Pascal K Douglas and artists like French Montana, Lisandro or Shym ...

The brand targets young parents between 25 and 55 years old sharing the same tastes : relaxed elegance, casual looks and timelessness. We share the same interests in art, design and Hip Hop / R'n'b music.

SIMPLIFIER believes in collaboration and authentic relationships. The brand collaborated with **GOLDEN BEAR SPORTSWEAR** to make varsity jacket made in the USA or with **NEW ERA** to edit limited caps, with **NALGENE** to create a water bottle made in the USA, or with **BARBARIAN**, a Canadian manufacturer of classic rugby jerseys made in Canada.

The brand benefits from the network and experience of more than 20 years of its founder in this textile industry.



DISTRIBUTION

SIMPLIFIER started in 2020 as a DTC brand and now the brand applies a multi-channel distribution. The products are available by drops on the eshop.

Visit our eshop on www.simplifier.paris

The brand participates to Direct-To-Consumers events like DRP in Paris and also organizes pop-up stores.



SIMPLIFIER collaborates also with multibrands stores around the world with a selective distribution policy in order to built a strong brand.

The shirts have nothing to envy from luxury brands in term in quality. The brand sells also accessories made in our oxford fabric such as caps, boxers, pyjama pants, ties and more ... to create its own world specific to the brand.



CONTACT

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