Excuse My French, a French brand made in California

By Anne-Sophie Savenier - 5 May 2014

Launched in March 2014, Excuse My French is a brand based on a simple and innovative concept: t-shirts images designed and printed that interact with the wearer's sunglasses.

Brand creator Brice Le Roux started out with a simple observation: "Many people hang their sunglasses on their t-shirts when they are not wearing them."

The former Parisian, who recently moved to Los Angeles for personal reasons, has devised a brand that focuses on what is practical rather fashion.

"Everyone around me was wearing the same thing: the same brand, the same prints, the same messages. And then I noticed people's habit of hanging their glasses on their t-shirts. I thought there must be something to do with that."

For a start, Excuse My French is offering t-shirts created in collaboration with Parisian illustrators but manufactured locally in California, a move that will allow the founder to be more responsive to the many design suggestions coming in.

Currently, the brand is offering its t-shirts for sale in France and the United States through its online store, excusemyfrenchbrand.com. It is also currently in discussions with several retailers in the United States, France and the United Kingdom for distribution in bricks-and-mortar stores.

By Anne-Sophie Savenier

Copyright © 2020 FashionNetwork.com All rights reserved.