

MARCHE NOIR lome paris Brand Concept & Philosophy



MARCHE NOIR is a brand created in lome with socila responsible aspect of parisian based artist.

Digging deep into african weaving technics to create a modern look from those traditional cloths & silhouettes.

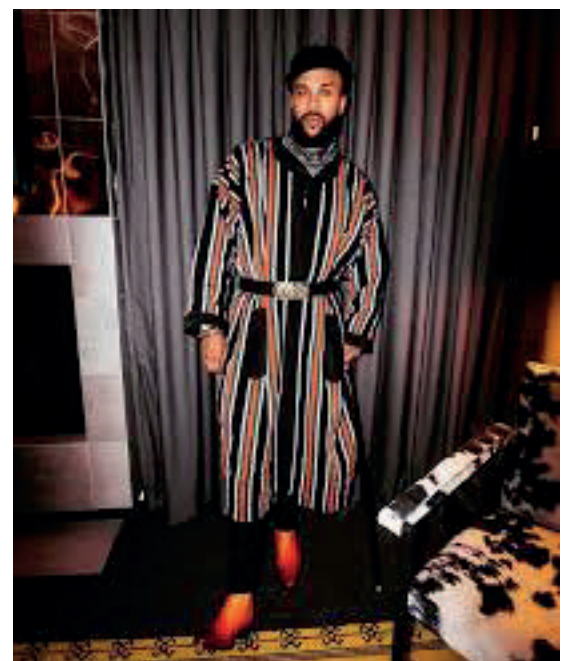
The reinvention of those styles its the way the brand keeps his heart beat in the continent, while the soul travels through the rest of the world, Painting clouds in very colourful clean flowing air.



The connection of the both world is very important for the brand, his inspiration comes from the constant travels, the designer does every season back & forth home to develop his sustainable product with local artisans.

From the local markets of Lome & Accra to France, japan USA and the rest of the world.

The product is worn by many artist who understand and appreciate his craft, such as jidena (see photo) saul williams, Nwnwh Cherry, keziah Jones, Inna Modja.



BIO.

AMAH AYIVI, Casting director turned vintage collector with social responsibility, traditionally turns things around in the modern way. While maintaining the heritage of the source You could say he is a fashion explorer, covering every corner of Africa in search of items he can offer to parisians and the rest of the world.

**HE IS FASHION A FASHION EXPLORER.
TURNS TRASH INTO
TREASURE IS HIS PHILOSOPHY.**



With very Charismatic approach to culture , working around music, fashion, food industry through styling, curation & narrating for more than 2 decades. With tasteful and refine way of doing things.

He is a entrepreneur & cultural architecture, worked in every industry to express his vision, a very unique and well accomplish vison, now shared by many moguls in the industry.

Mr Ayivi doesnt do fashion, he is a full time 24/7 style dedicator.

Also runs a creative consultance agency (Noble Soul Men) of raw young talent from every discipline. (art, fashion, musc...etc)