



# Casablanca®

*"Towards the West, an oasis of a million delights such as aromatic perfumes filling the air, poets dressed in shorts surf the sun's horizon, and eternal serenity awaits us. Mirror of a light that drives out sleep, Hawaii awakens our minds with its fanatic beauty. Paradise of languid sun, it floats in its air the notes carried by orchards of heliotropes, Tiare and hibiscus. By retiring on the placid mountainside, the sun rests its rays on the treasures of the Pacific. From this sacred marriage, triumphs in a colorful and masterful arc, are the doors of a new eternity..."*

# 2021

*-Louis Charles.*



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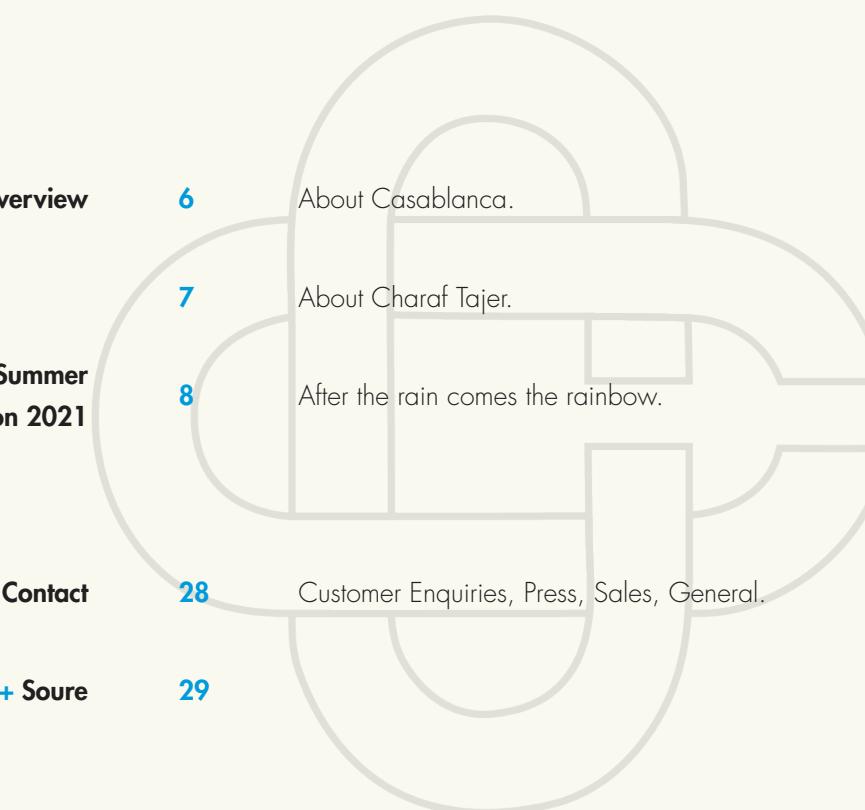
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# Casablanca®

## ABOUT

# Casablanca®

## A B O U T U S .

Casablanca comes to life in a palette that simultaneously evokes the clay courts of Stade Roland Garros and the sunbaked terracotta of North Africa; accented with fresh tennis whites and pops of pastel. Sportswear inspired silhouettes are refined but relaxed, and presented in crisp cotton and plush terrycloth.

Casablanca's aesthetic is a fusion between luxury and leisurewear, a perfect equilibrium of comfort and elegance. Casablanca re-interprets timeless environments of a luxurious heritage hotel suite or a crisp glass of champagne at a private country club terrace sunset. By adding a vivacity of colour keeps the brand youthful and easily inserted into a plethora of daily living.

**Casablanca is a modern reimagining of the timeless apres-sport aesthetic.**

Applying Neapolitan tailoring techniques to tennis inspired statement pieces. Casablanca offers pieces for wearing when the days exertions are done, but the night has not yet begun. Those magical hours, marked by their sense of ease and heady anticipation, can be the most decadent part of the day. It's a combination that belies the rich dual heritage of Casablanca's French-Moroccan founder, Charaf Tajer.



Charaf Tajer.

Après-sport is the novel concept that animates Casablanca, a Parisian menswear brand debuting this week. It comes to you from **Charaf Tajer**, a 33-year-old French Moroccan, who studied architecture, was associated with the French brand Pigalle "even before day one" (and remains, he says, best friends with Stéphane Ashpool), and ran Le Pompon, a happening Parisian hot spot, for seven years. It's at this club that Virgil Abloh apparently played his first DJ set. "Le Pompon," the designer elaborates, "was kind of a dream place for us. We were looking for a place to party, but we never really found exactly what we wanted, so we decided to create our [own]." He applied the same methodology when developing his own line—"a French brand with a souvenir of Morocco," as he puts it.



**M**emory is an important aspect of Tajer's methodology; his mission is to coax ideas and feelings into the real world, to translate the abstract into something material. Twenty years of learning and looking, parties and travel, he says, have been filtered into the brand, which is both a reflection on, and an embellishment of, those experiences. The name Casablanca has personal resonance; it's the city where his parents met working side by side in a clothing atelier, and where the designer spent his summers as a child. But the idea was not to conjure a specific place. "**I mean, Casablanca to me is always a word that sounds like vacation,**" says Tajer on the phone from Paris. Its silk shirts and pastel colors give the collection a getaway feel, as well. Built into Tajer's concept of vacation is travel and hotel life.

Tajer intends his tracksuit, made using a high-quality proprietary cotton, to be the label's classic.

Conceived as a uniform, it epitomizes, the designer says, "**how to be elegant with a simple outfit. At the end of the day, I just think beauty really matters.**" So does luxury, but not of an old-fashioned kind. "**I believe that luxury today is not really a matter of price,**" he states. "**I would say that luxury is more defined by a set of mind and [culture], that a type of knowledge and a type of curation could sometimes be more luxury than something more expensive.**" He likens what's happening in fashion today to what occurred 30 years ago when Kenzo, Comme des Garçons, and Vivienne Westwood shook up the industry. "**I think there was this wave of new designers who redefined luxury [then],**" says Tajer, "**and I hope that I'm one of those guys who redefines the luxury brands of today.**"

A photograph of a sunset over a beach. The sky is filled with warm, orange and pink hues, with some darker clouds on the right side. A faint rainbow is visible in the lower right quadrant. The ocean waves gently wash onto a sandy beach in the foreground, and a dark silhouette of a mountain or island is visible on the left horizon.

Casablanca®

# AFTER THE RAIN COMES THE RAINBOW

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Spring/Summer Collection 2021



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## Spring/Summer Collection 2021

"Towards the West, an oasis of a million delights such as aromatic perfumes filling the air, poets dressed in shorts surf the sun's horizon, and eternal serenity awaits us. Mirror of a light that drives out sleep, Hawaii awakens our minds with its fanatic beauty. Paradise of languid sun, it floats in its air the notes carried by orchards of heliotropes, Tiare and hibiscus. By retiring on the placid mountainside, the sun rests its rays on the treasures of the Pacific. From this sacred marriage, triumphs in a colorful and masterful arc, are the doors of a new eternity..."

- Louis Charles.



All by: Casablanca.  
Shoes by: New Balance x Casablanca.



## Credits

Photographer: **Yannis Meynadier**

Video Director: **Thomas Lachambre**

Concept: **Charaf Tajer & Steve Grimes**

Production: **Obvious Film**

Producer: **Maximilien Rivolet**

Line Producer: **India Demange**

DOP: **Jerome Berthier**

Set Designer: **Chloé Péault**

Key Grip: **Benjamin Chaudagne**

Gaffer: **Georges Harnack**

Colorist: **Thibaut Petillon**

Editor: **Thomas Jeanne-Wauthier**

Styling: **Anna Trevelyan**

Hair & Make Up: **Khleopatre**

Casting by: **Ikki Casting**

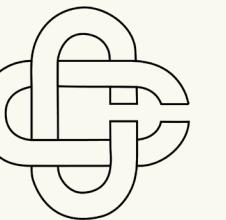
Models: Sid @img, Teo, Terrance @rockman, Gard, Elliot @16men, Mathias @mmgmt & Yann @studio

Shoes by: **New Balance x Casablanca**

Sunglasses provided by: **Vintage Frames**

Music by: **Idris Muhammed**

PR by: **PURPLE**



The Casablanca Printemps Ete 2021 Collection is named "after the rain comes the rainbow", a love letter to the world that is in much need of some light. Casablanca whisk you away to a Hawaiian coast, colorful beyond imagination.

Vibrant prints adorning the silk shirting, scarves and denim embark us to the latest Casablanca destination – the Surf Club. A psychedelic fuse of rainbow hues gives a glimpse into the magic of nature through lush green tropics to a view of the luxurious surf. Signature silk denotes the Surf Club in blush pink and deep ocean blue, shirting that loyal collectors will match with Tennis Club styles of the previous season.

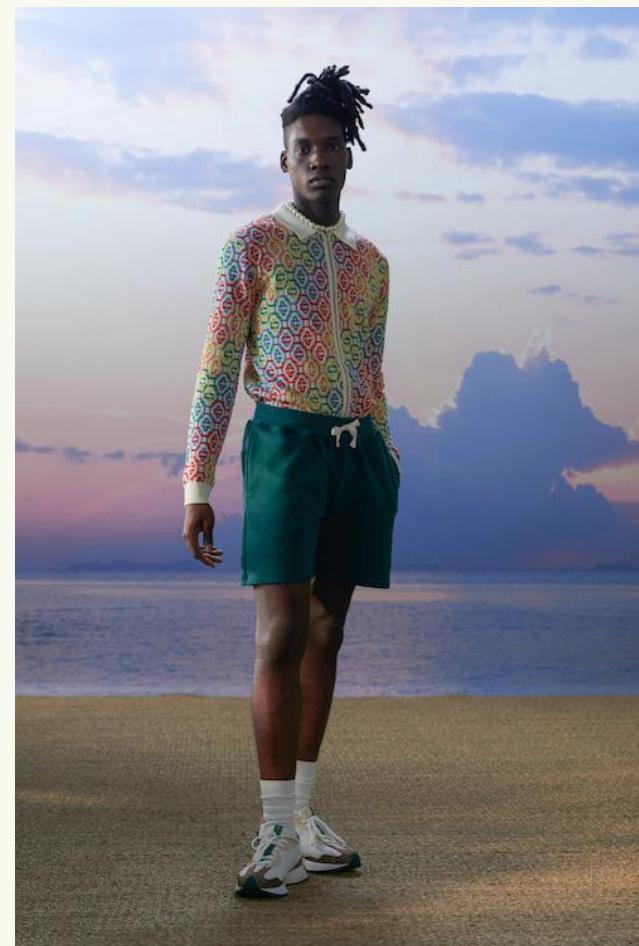
fresh, light knitwear for the summer feature signature Casablanca illustrations such as the oranges, the tennis court, as well as new items

like a grand ship docking underneath a rainbow symbolizing your arrival in paradise. Knitted polo shirts are decorated with mother of Pearl buttons, adding sophistication to the updated classic.

Linen tailoring showcase the evolution in Casablanca suiting with double-breasted suits perfect for a midsummer evening soiree. A timeless staple, white suit is updated with tennis green piped trim.

The collection also introduces a new apres sport tracksuit offered in a light technical fabric to suit sizzling temperatures in addition to the popular cashmere terry cloth.

Casablanca also debuts the newest collaboration with New Balance, the 237, presented in burgundy and off white fashioning the brand monogram along the front and the back of the sneaker. These will be released in early 2021.

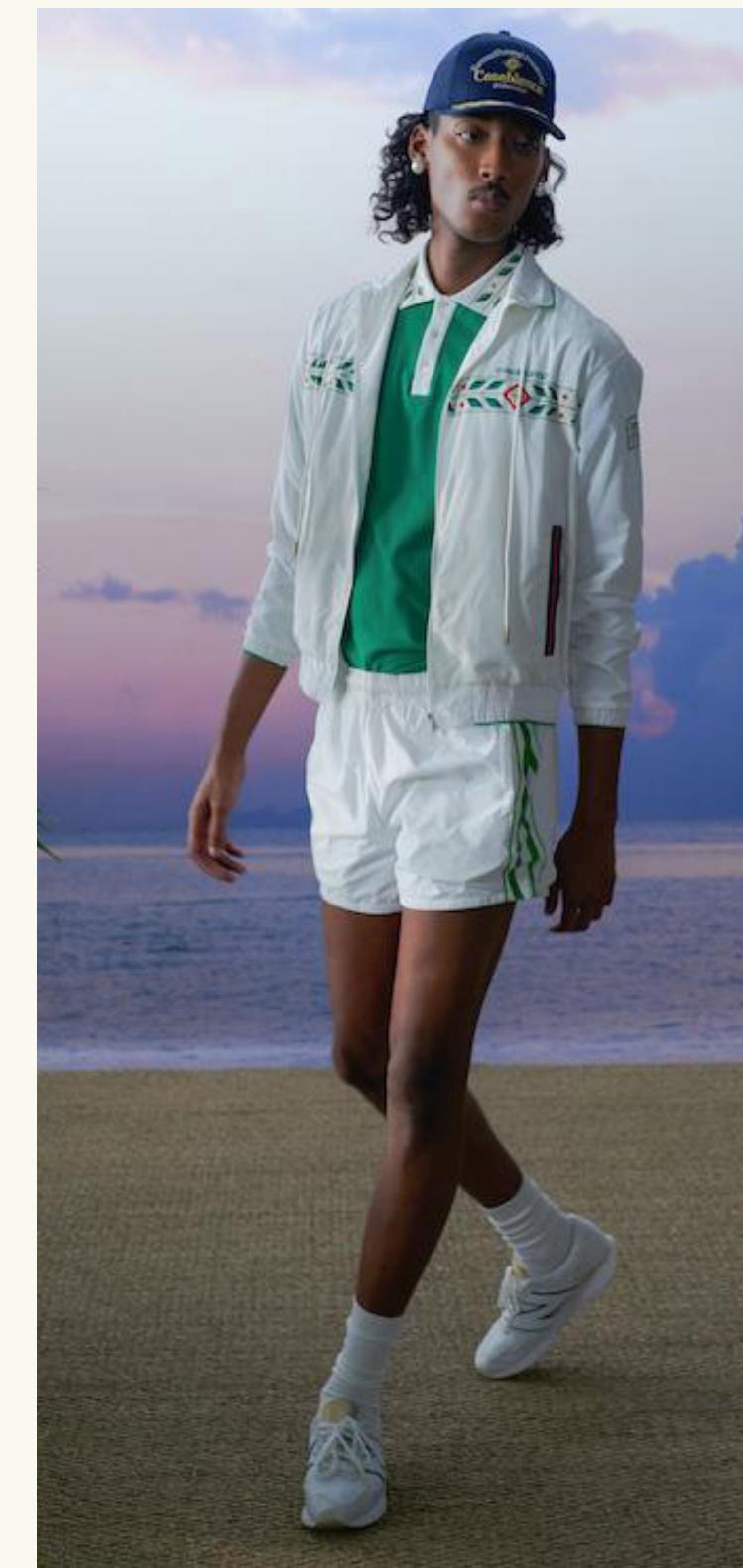




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Sunglasses provided by: Vintage Frames.



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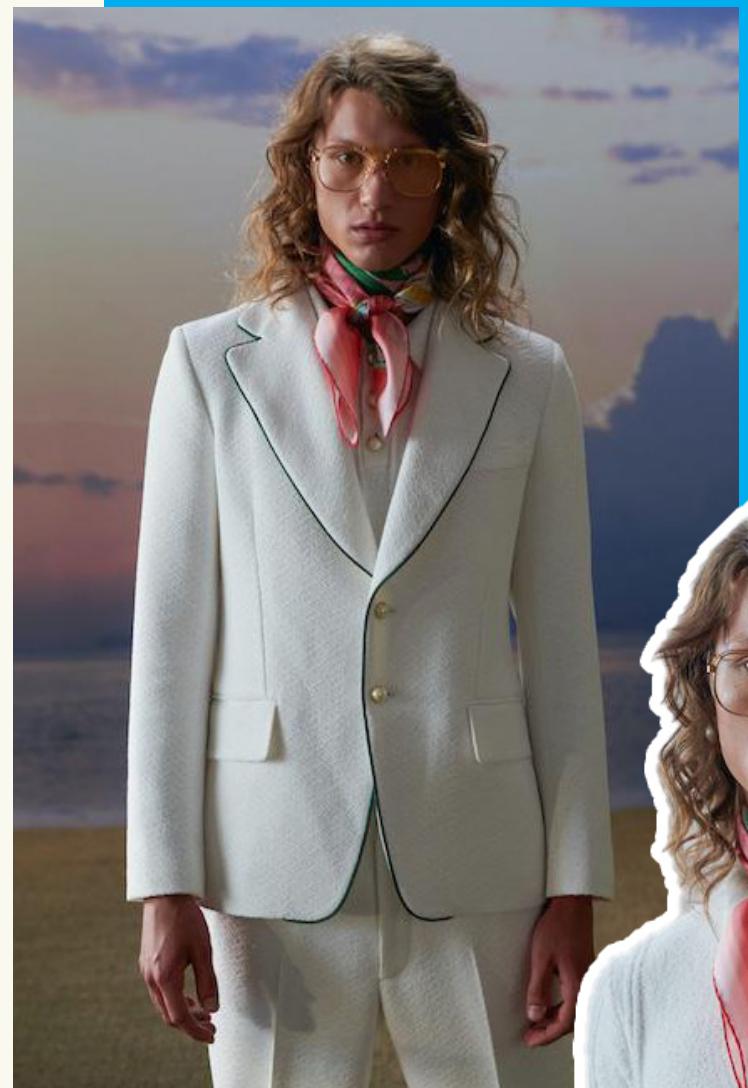
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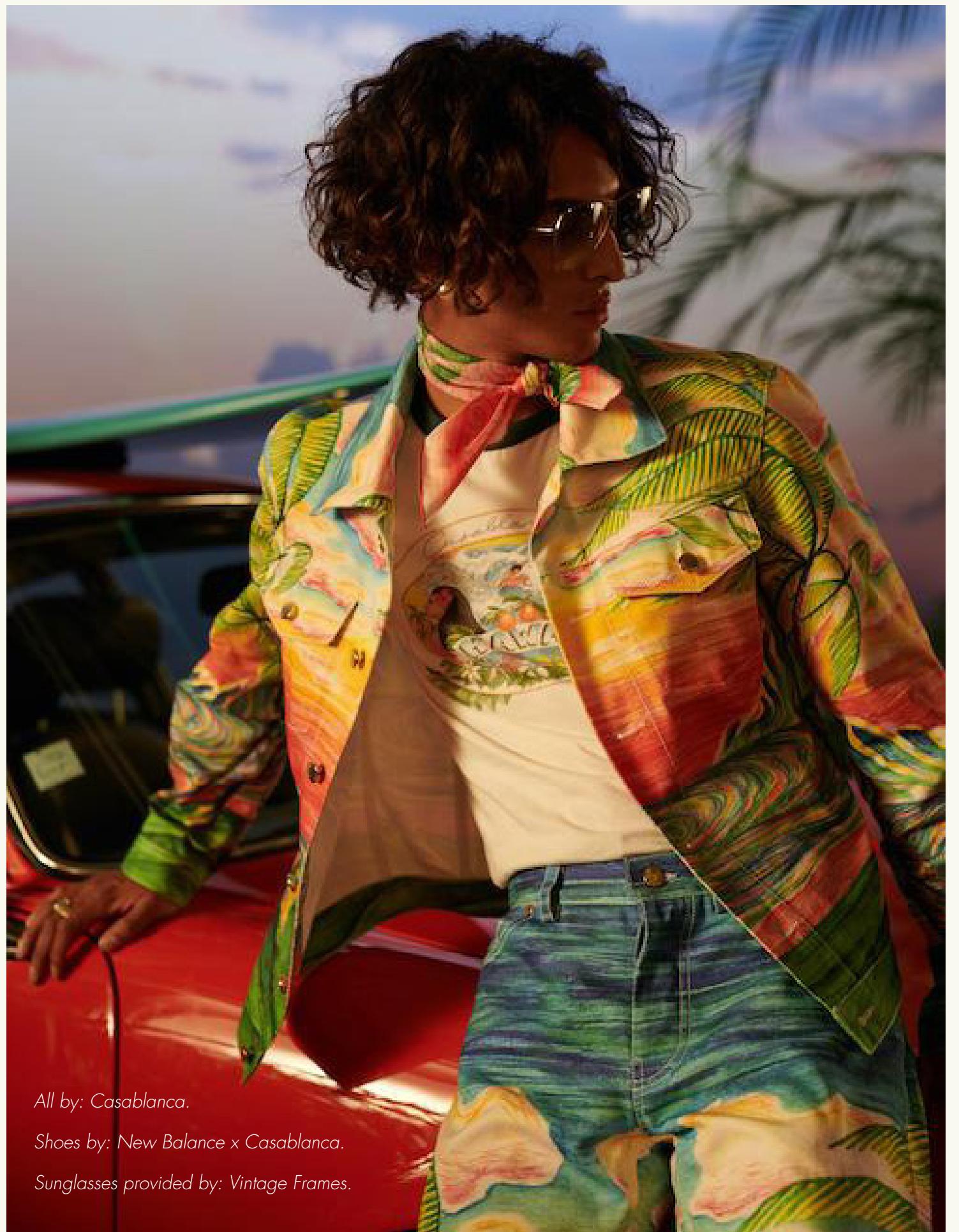
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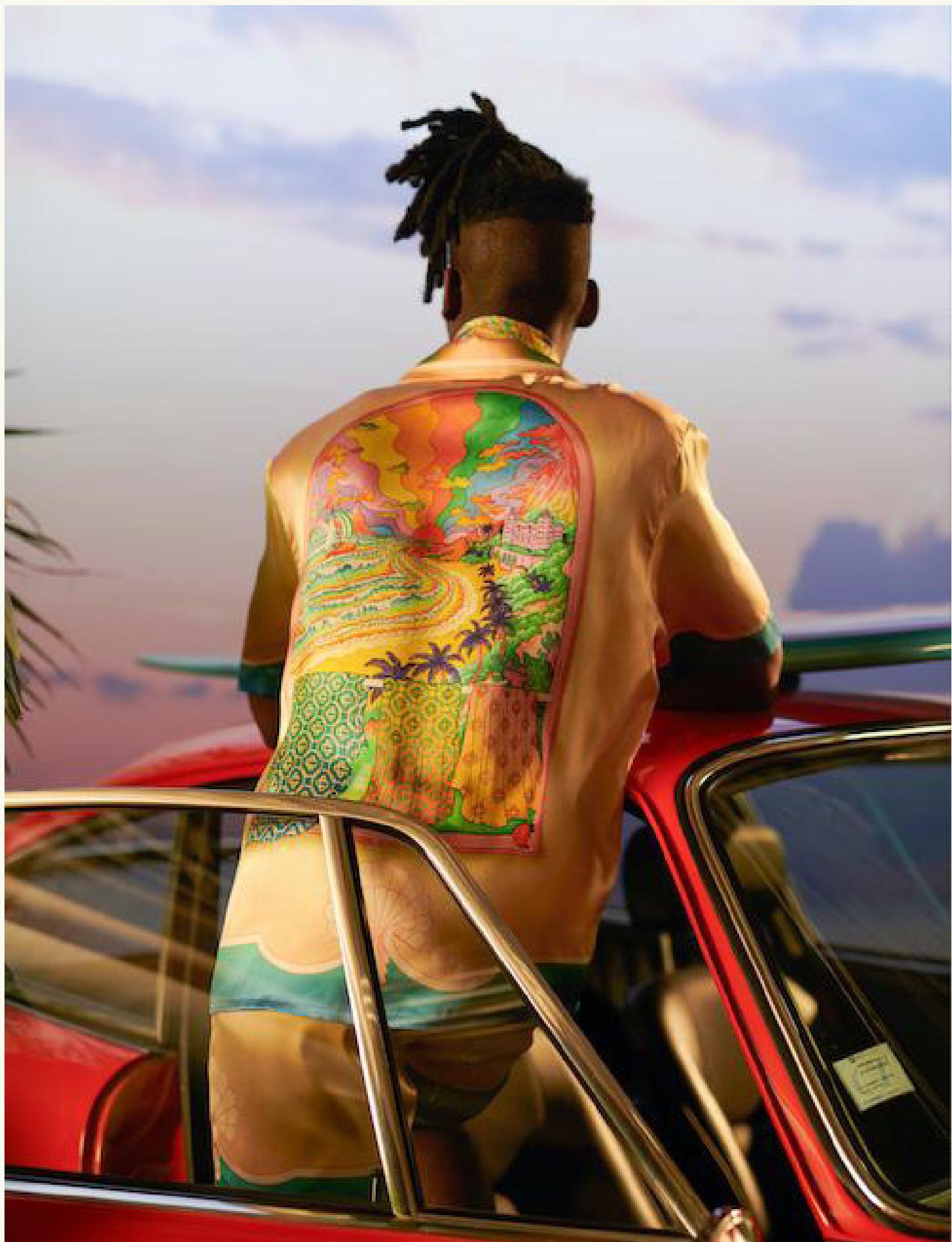




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Shoes by: New Balance x Casablanca.

Sunglasses provided by: Vintage Frames.



### Customer Enquiries

If you need any help placing a new order, tracking or exchanging an existing one, please get in touch with our customer service team on [customerservice@casablancaparis.com](mailto:customerservice@casablancaparis.com) or call on +4420-3095-6299.

Opening hours Monday to Friday: 9am - 5pm GMT

### Press

For all press and styling enquiries please contact [press@casablancaparis.com](mailto:press@casablancaparis.com)

### Sales

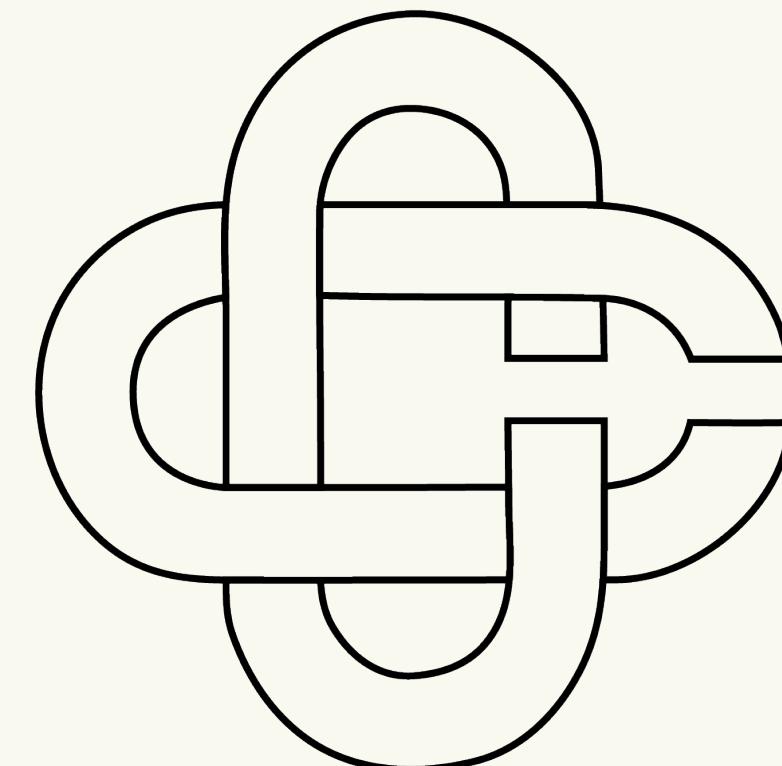
For all sales enquiries please contact [sales@casablancaparis.com](mailto:sales@casablancaparis.com)

### General

For all other enquiries please contact [info@casablancaparis.com](mailto:info@casablancaparis.com)

### Soure

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