

UNROOTD CHAPTERS

CHAPTER ONE | FROM PARIS TO LONDON

UNROOTD CHAPTERS

Lookbook.

WEAR YOUR STORY



I. THE HOUSE · CHICAGO, MADE IN LYON

To dress with *intention.*

To dress with intention is to choose presence over noise.
Fewer pieces, chosen slowly, kept for years, a wardrobe
that gathers meaning instead of volume, and says more by
insisting on less.

Made in France. *Nothing less.*

Every garment is made in Lyon, the heart of French textile and silk.
Our atelier is certified France Terre Textile, one of the most rigorous
labels for genuinely domestic production. Fewer pieces, sourced
with care, built by skilled hands.

It is the quality of presence, of self-possession, of being entirely at
home in your own appearance.



LYON, FRANCE.

From Paris to *the world.*

*Each collection begins in paris and opens a new
chapter into another city, blending timeless French
sophistication with the contrasts, energy, and urban
spirit of its destination.*

Two voices, *one house.*

CHICAGO · 2025

- 01 **Bastien Malo**
FOUNDER · CEO & CREATIVE DIRECTOR
- 02 **Victoria Gunn**
FOUNDER · CMO & PRESIDENT

Founded in 2025 by two voices who met far from Paris, the house began with
a refusal: that luxury should mean either overproduction or something kept out
of reach. We chose a third way: make less, make it well, make it to be lived in.

A LETTER FROM THE FOUNDERS

Why we *began*.



VICTORIA GUNN & BASTIEN MALO

CHICAGO

*We do not make seasons. We write chapters.
Each one as a complete story you can step into.*

We started UNROOTD CHAPTERS because we had grown tired of fashion that asks you to keep up. Tired of buying something on a Monday and feeling a step behind by Friday. We wanted to make clothes that move at a slower, steadier pace, and that ask a different question of you. Not what is new, but what is true.

Between the two of us we have lived in more places than we can easily count, across Europe, the Middle East, Australia and now the United States. Along the way we came to believe something simple. You are shaped far more by where you have been, and by what you have chosen, than by where you happen to stand today.

We believe in fewer, better things. A wardrobe should not be a race to be won and lost each week. It should be a record, of who you are and how you actually live. The women we picture as we work are not dressing to be noticed. They already know who they are, and they have nothing left to prove. To us, that is the quietest and most lasting kind of power, the calm of being fully yourself without shrinking for anyone.

We think often of the women who have always understood this. Diana, Bianca Jagger, Katharine Hepburn, who used what they wore to say what convention would not let them say aloud. We design in that spirit, for women who want to take up space rather than apologise for it.

So we make slowly, in Lyon, by hands that have practised their craft for years. We work with noble materials, often rare deadstock from European luxury houses and brought back into use rather than left to waste. When a fabric is gone, the pieces made from it are gone with it. Nothing is reordered. Some garments are, by their nature, finite, unrepeatable, and yours.

And because a piece should carry more than its craft, each one leaves the atelier with a few lines written for it alone. A small poem, folded inside, so the cloth reaches you already holding a story you are free to make your own.

Thank you for being here. For choosing intention over noise, and for wearing your story alongside ours. This is only the beginning. This is only Chapter One.

Victoria & Bastien

VICTORIA GUNN — FOUNDER, CMO & PRESIDENT

BASTIEN MALO — FOUNDER, CEO & CREATIVE DIRECTOR



CHAPTER ONE · FROM PARIS TO LONDON

Fifteen pieces, *one chapter.*

Every piece is cut in Lyon from noble materials, often rare deadstock from European luxury houses. When a fabric is gone, the pieces made from it are gone with it. The pages that follow present each one: its story, its cloth, its sizes.

01 The Buckingham Suit
THE BUCKINGHAM BLAZER + THE BUCKINGHAM SKIRT

02 The Chelsea Suit
THE CHELSEA BLAZER + THE CHELSEA PANTS

03 The Kensington Suit
THE KENSINGTON BLAZER + THE KENSINGTON PANTS

04 The Mayfair Suit
THE MAYFAIR BLAZER + THE MAYFAIR PANTS

05 The Bloomsbury Blazer
THE BLOOMSBURY BLAZER

06 The Wimbledon Shirt
THE WIMBLEDON SHIRT

07 The Windsor Blanc
THE WINDSOR BLANC

08 The Windsor Noir
THE WINDSOR NOIR

09 The Camden Noir Skirt
THE CAMDEN NOIR SKIRT

10 The Berwick Skirt
THE BERWICK SKIRT

11 The 1994 Dress
THE 1994 DRESS

NO. 01 — TAILORING · THE ENSEMBLE

The Buckingham *Suit.*

THE PIECES · WORN AS ONE

01 The Buckingham Blazer

100% VIRGIN WOOL

Double-breasted oversized blazer in woven Prince of Wales check. Black and grey on a cream virgin wool base.

02 The Buckingham Skirt

100% VIRGIN WOOL

High-waisted fitted skirt in the same Prince of Wales check, cut mid-thigh with a front slit that opens at the stride.

THE INSPIRATION

Drawn from the oversized blazers that defined a decade of British power dressing, The Buckingham is cut to claim space. A Prince of Wales check in virgin wool, a pattern woven into the fabric of British history, reimagined with broader shoulders and six golden signature buttons. Worn as a complete ensemble, or each piece alone, with nothing to prove.



THE BUCKINGHAM SUIT

I



THE BUCKINGHAM BLAZER

II



THE BUCKINGHAM SKIRT

III

SIZES — US 0–10

US 0	US 2	US 4
US 6	US 8	US 10

NO. 02 — TAILORING · THE ENSEMBLE

The Chelsea Suit.

THE PIECES · WORN AS ONE

01 The Chelsea Blazer

96% VIRGIN WOOL, 3% NYLON, 1% SPANDEX · COLLAR & CUFFS 100% SILK

Double-breasted oversized blazer in beige and brown houndstooth virgin wool with contrast white silk collar and cuffs.

02 The Chelsea Pants

96% VIRGIN WOOL, 3% NYLON, 1% SPANDEX

High-waisted wide-leg trousers in beige and brown houndstooth virgin wool with a tailored waist and full-length silhouette.

THE INSPIRATION

Chelsea's King's Road gave the world its most enduring lesson in personal style: confidence is a silhouette, not a season. The Chelsea takes the houndstooth check, the broad shoulder and the ease of an oversized cut, and reframes it for a woman who has learned to take up space. Worn as a complete ensemble, or alone, with its own quiet certainty.



THE CHELSEA BLAZER



II THE CHELSEA PANTS

III

SIZES — US 0-10

US 0	US 2	US 4
US 6	US 8	US 10



THE CHELSEA SUIT



NO. 03 — TAILORING · THE ENSEMBLE

The Kensington *Suit.*

THE PIECES · WORN AS ONE

01 The Kensington Blazer

100% WOOL

Double-breasted oversized blazer in cream wool with black wool contrast trim.

02 The Kensington Pants

100% WOOL

High-waisted wide-leg trousers in cream wool with black wool contrast side trim.

THE INSPIRATION

*While they rush to the palace, some of us take solace in the gardens.
The Kensington is for those who linger, by the Elfin Oak standing nine
hundred years, by the Peter Pan statue refusing the weight of time. Cut
in ivory wool, oversized and unhurried, it is a garment for becoming.*



THE KENSINGTON BLAZER



II THE KENSINGTON PANTS

III

SIZES — US 0-10

US 0

US 2

US 4

US 6

US 8

US 10

NO. 04 — TAILORING · THE ENSEMBLE

The Mayfair Suit.

THE PIECES · WORN AS ONE

01 The Mayfair Blazer

100% WOOL · COLLAR & CUFFS 100% SILK

Double-breasted oversized blazer in black wool with contrast white silk collar and cuffs.

02 The Mayfair Pants

100% WOOL

Matching high-waisted wide-leg trousers in black wool.

THE INSPIRATION

Built on the tension between severity and allure, The Mayfair borrows its architecture from the blazers worn by the women who moved between Mayfair's private clubs and international stages. Pure wool with a wide white silk collar and contrast cuffs, double-breasted, quietly bold. Worn as a complete ensemble, or carried alone with equal conviction.



THE MAYFAIR SUIT

I



THE MAYFAIR BLAZER

II



THE MAYFAIR PANTS

III

SIZES — US 0–10

US 0

US 2

US 4

US 6

US 8

US 10

NO. 05 — TAILORING

The Bloomsbury Blazer.

100% WOOL · COLLAR 100% SILK



THE BLOOMSBURY BLAZER

THE PIECE

Double-breasted cropped blazer in black wool with white silk contrast trim.

THE INSPIRATION

For the women who walked into rooms and quietly rearranged them. Inspired by the literary pioneers who rewrote the rules of thought and womanhood, The Bloomsbury is architectural in its cut, deliberate in its brevity. An unapologetic silhouette that needs no explanation.

SIZES — US 0–10

US 0	US 2	US 4
US 6	US 8	US 10



SILK TRIM



OVERSIZED UC BUTTON

III

NO. 06 — SHIRTING

The Wimbledon Shirt.

100% ORGANIC COTTON (GOTS)

THE PIECE

Oversized cropped shirt in white organic cotton with a wide pointed collar and extended cuffs.

THE INSPIRATION

Whites on grass: the strictest dress code in sport, worn by its most unruly champions. The Wimbledon takes the crisp propriety of the all-white rule and crops it, widens it, rolls its sleeves. Etiquette, on your own terms.



THE WIMBLEDON SHIRT

I



CUFF WORN FOLDED



CUFF WORN LONG

III

SIZES — US 0-10

US 0	US 2	US 4
US 6	US 8	US 10

NO. 07 — SHIRTING

The Windsor *Blanc.*

100% ORGANIC COTTON (GOTS) · CUFFS 76% COTTON, 24% POLYESTER



THE WINDSOR BLANC

THE PIECE

Oversized cropped shirt in white organic cotton with a dramatic wide pointed collar and lace cuffs.

THE INSPIRATION

They will tell you The Windsor is defined by its collar: structured, restrained, obedient to form. Cut from crisp white cotton with a wide pointed collar and golden signature buttons, The Windsor Blanc wears tradition as a starting point, not a ceiling. For the woman who reshapes the lines, rewrites the rules, and wears history only as far as it yields her more space.

SIZES — US 0–10

US 0	US 2	US 4
US 6	US 8	US 10



FRENCH LACE



OVERSIZED COLLAR

NO. 08 — SHIRTING

The Windsor *Noir.*

100% ORGANIC COTTON (GOTS)

THE PIECE

Oversized cropped shirt in black with a dramatic wide pointed collar and lace cuffs.

THE INSPIRATION

The same defiant collar, after dark. Where the Blanc quotes tradition, the Noir dismisses it: lace at the cuffs, black from throat to hem. The Windsor, with the lights down.



CUFF WORN LONG

II



CUFF WORN FOLDED

III

SIZES — US 0–10

US 0

US 2

US 4

US 6

US 8

US 10



THE WINDSOR NOIR





THE CAMDEN NOIR SKIRT



WORN WITH SLIT TO FRONT



WORN WITH SLIT TO SIDE

The Camden Noir Skirt.

100% RAYON · LINING 100% BAMBOO

THE PIECE

High-waisted tiered midi skirt in black rayon mousseline with a fluid, flowing silhouette and side slit.

THE INSPIRATION

Camden has always dressed with its fists raised. The Camden Noir takes the tiered silhouette, fluid, layered, fluid again, and strips it back to something quieter and more dangerous. Midnight black, midi length, a side slit. The uniform of someone who does not ask for permission.

SIZES — US 0–10

US 0	US 2	US 4
US 6	US 8	US 10

NO. 10 — SKIRTS

The Berwick Skirt.

50% COTTON, 45% LINEN, 5% NYLON

THE PIECE

High-waisted fitted mini skirt in black and white houndstooth cotton-linen blend, with a front slit.

THE INSPIRATION

Berwick Street is where London buys its cloth. Soho's fabric row, bolts stacked to the ceiling. A houndstooth mini cut close and slit at the front: tailoring's memory, Soho's attitude.



THE BERWICK SKIRT

I



OVERSIZED UC BUTTONS

II



AS STYLED

III

SIZES — US 0-10

US 0

US 2

US 4

US 6

US 8

US 10

NO. 11 — EVENING

The 1994 Dress.

BODICE 95% SILK, 5% SPANDEX · TRAIN 100% SILK

THE PIECE

100% silk off-shoulder black bustier dress with tiered silk mousseline skirt and detachable train.

THE INSPIRATION

In 1994, one silhouette broke protocol and reclaimed an entire narrative in front of the world. The off-shoulder neckline, the fitted black bodice, the deliberate choice. It was armour, and every person watching understood it. The 1994 is our reinterpretation: a bustier bodice in pure silk, a tiered pleated mousseline skirt, a three-metre detachable train. The same defiance. A new chapter.



AS STYLED



II WORN WITH TRAIN

III

SIZES — US 0-10

US 0

US 2

US 4

US 6

US 8

US 10



CHAPTER ONE · FROM PARIS TO LONDON

Four looks, *one perspective.*

Each look pairs the structure of the house with the fluidity of movement, always powerful, feminine, effortless. Every piece can be tailored to the creative direction of the shoot.

01

A Letter from London

Structured, never still.

The Buckingham or the Chelsea Blazer · The Wimbledon Shirt · The Camden Skirt

02

Whispers from the Gardens

Fluid tailoring

The Kensington Suit or The Mayfair Suit · The Wimbledon Shirt

03

A Place called Home

A parisian in Mayfair

The Berwick Skirt · The Mayfair Blazer · The Wimbledon or Windsor Blanc Shirt

04

One Night Only

The last word.

The 1994 Dress with or without train · The Mayfair Blazer (optional)

A Letter from *London*.

Structured, never still.

01

Every city leaves something behind. A gesture, a rhythm, a quiet confidence that stays with you long after you've left. This silhouette is an invitation to carry a little of London wherever your story continues.

An oversized double-breasted blazer paired with a fluid midi skirt creates a silhouette that balances structure and movement. Styled with the Wimbledon Shirt, rolled sleeves and a fully buttoned collar, it embraces classic British tailoring with a contemporary edge. Complete the look with colourful boots, statement jewellery or an optional necktie.



STRUCTURE & FLUIDITY · THE LOOK



THE CAMDEN SKIRT

11



PRINCE OF WALES · CLOSE-UP



HOUNDSTOOTH DETAILS

THE PIECES

- 01 The Buckingham or Chelsea Blazer
- 02 The Wimbledon Shirt
- 03 The Camden Noir Skirt

STYLING

- Sleeves rolled over the cuffs
- Collar buttoned with a tie, skirt worn high
- Bold gold earrings, coloured boots

Whispers from the *gardens.*

Fluid tailoring.

02

Not every impression is made in the spotlight. Some are found in quieter places, where confidence settles naturally and elegance never asks to be seen. This look celebrates the strength of understated presence.

An oversized tailored suit with a relaxed boyfriend fit and high-waisted wide-leg trousers. Our preferred option is the Kensington Suit for its effortless summer elegance, while the Mayfair Suit offers a more understated interpretation. Pair with the Wimbledon Shirt or style with an alternative top for a more contemporary approach.

THE PIECES

- 01 The Kensington Suit
- 02 The Mayfair Suit
- 03 The Wimbledon Shirt

STYLING

- Over the shirt, a knit, or bare
- Sleeves up, trousers puddling
- Minimal gold; mules or clean trainers
- Trousers cut long: 47in / 120cm



A place called *home*.

A parisian in Mayfair.

Home is not always where we begin. Sometimes it is a feeling we discover along the way, in the streets that inspire us, the people who shape us and the confidence we choose to wear. This silhouette is about belonging to yourself.

A fitted mini skirt contrasted with an oversized blazer creates a modern balance of softness and structure. Pair with either the Wimbledon Shirt or the Windsor Blanc Shirt, depending on the desired mood. Finish with boots, heels or a necktie to reinterpret the silhouette.

THE PIECES

- 01 The Berwick Skirt
- 02 The Mayfair Blazer
- 03 The Wimbledon or Windsor Blanc Shirt

STYLING

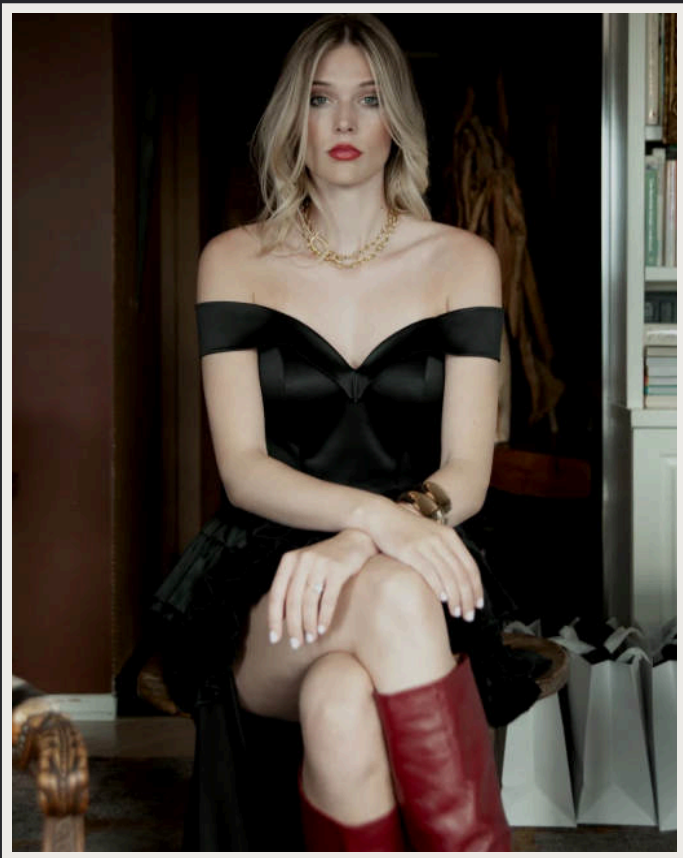
- Mini high, blazer sharp on the shoulder
- A silk necktie, gold drop earrings
- Coloured knee boots, a red note



THE MAYFAIR BLAZER



THE BERWICK SKIRT, HOUNDSTOOTH, FRONT SLIT II



THE 1994 DRESS - WITH TRAIN

I

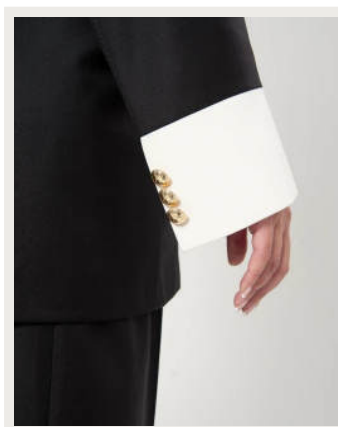
One *night only.*

The last word.

04

Some arrive by invitation. Others simply step into the light and make the moment their own. This silhouette is a quiet act of defiance, wrapped in elegance.

Wear The 1994 with or without its detachable train to shape the silhouette around the moment. Pair it with the Mayfair Blazer for a modern interpretation of evening dressing, until the grand reveal.



MAYFAIR, LAYERED

THE PIECES

01 The 1994 Dress

02 The Mayfair Blazer / optional

STYLING

- Worn pure, or the Mayfair layered over
- With or without the detachable train
- One sculptural cuff, a bare neckline

II







We don't follow *seasons*.
We write *chapters*.

COLLECTION

Chapter One
From Paris to London

MADE IN

Lyon, France
From exclusive fabrics

SIZES

IT size 36 to 46
US size 0 to 10



*From Paris to the world.
Wear your story.*

Not performing.

Not apologizing.

Never asking for permission.

WWW.UNROOTDCHAPTERS.COM

INSTAGRAM | @UNROOTDCHAPTERS