



The *Stylist Guide.*

From Paris to your client's wardrobe.



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.

Who we *are*.

An American house, founded in 2025 by two people who met far from Paris. Designed between Chicago and Lyon, and made entirely in France. We 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.

Bastien Malo

FOUNDER · CEO & CREATIVE DIRECTOR

Victoria Gunn

FOUNDER · CMO & PRESIDENT

What we *stand for*.

Presence over noise. Fewer pieces, chosen slowly, kept for years. Every garment is made in Lyon, the heart of French textile and silk, in an atelier certified France Terre Textile, one of the most rigorous labels for genuinely domestic production. Sourced with care, built by skilled hands. Made in France, nothing less.

Why we are *different*.

We work in chapters, not seasons, cut from deadstock and service-stock cloth held by European luxury houses. When a fabric is gone, the pieces made from it are gone with it. There is no reorder and no second run. Each chapter opens in Paris and travels into another city, and the place names the garment. Nothing here is repeated.



II.

What you can *offer her*.

As a stylist, you do more than dress a woman. You help her tell her story. Our garments hold a story of their own, and form a connection with the women who wear them, through place, through design, and through the memory of a beloved city.

A piece no one *else has*.

The cloth is finite. When a fabric runs out the garment goes with it, and it is never cut again. Your client will not meet herself across a room.

Access before *anyone*.

Design mock-ups of chapters still in development, and fabric swatches while they are still being chosen. She can shape a piece before it exists.

A poem with *every piece*.

Each garment is named after the streets, landmarks and icons of a given city. Your client receives the inspiration behind every garment's design, written down and sent with the piece.

A garment made *for her*.

Sizes graded US 0 to 10, with sizing beyond that range available on request. Commissioned pieces cut to your client's own measurements, by request and agreement.

A house that *answers*.

Two founders, not a wholesale desk. You send a question and one of us replies.

III.

Four ways to *work together.*

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|---|--------------------|--------------------------------------|
| 01 | Loans | <i>Complimentary</i>
3 TO 14 DAYS |
| <p>Complimentary, for editorial shoots, client fittings and events. 3 to 14 days depending on use. We send your recommended size plus one size above and below, based on your client's measurements.</p> <p>CREDIT: "UNROOTD CHAPTERS" AND A TAG</p> | | |
| 02 | Referral | <i>Commission</i>
ON EVERY SALE |
| <p>Your client buys directly from us with your personal code. You earn a commission on every sale.</p> | | |
| 03 | Trade | <i>Stylist rate</i>
OFF RETAIL |
| <p>You purchase for your clients at a preferred stylist rate.</p> | | |
| 04 | Consignment | <i>Commission</i>
ON PIECES SOLD |
| <p>For stylists with a studio or showroom. We place a selection with you, with no upfront investment: from our current stock, or made for you in Lyon in the references and sizes your clients need. You earn a commission on every piece sold.</p> <p>AVAILABLE FROM THE ATELIER PACKAGE</p> | | |
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IV.

Tiered *stylist packages.*

Three packages. You move up as the relationship grows.

	i. The <i>Studio</i> OPEN TO ALL STYLISTS, UPON APPROVAL	ii. The <i>Atelier</i> FROM \$10,000 IN PURCHASES OR REFERRED SALES OVER 12 MONTHS	iii. The <i>House</i> BY INVITATION
REFERRAL COMMISSION	10%	15%	15%
TRADE RATE	20% off	25% off	30% off
CONSIGNMENT	Not included	20%, 30 days	25%, up to 60 days
PREVIEW OF NEW CHAPTERS	Yes	Yes	First, before all other packages
HOLD ON LIMITED PIECES	48 hours	48 hours	72 hours
EVENTS	Not included	Invitations to house events	A trunk show hosted in your studio, with the founders

In *every* package

Fit guidance from your client’s measurements	Made to measure on any piece, quoted per commission
A fabric & atelier brief for every chapter, plus a short styling session with the founders	A dedicated contact at the house

Every partnership is confirmed by a simple partner agreement.

V.

Price *list* & contact.

PIECE	CATEGORY	RETAIL (USD)
The Buckingham Blazer	BLAZER	\$1,850
The Chelsea Blazer	BLAZER	\$1,850
The Kensington Blazer	BLAZER	\$1,790
The Mayfair Blazer	BLAZER	\$1,790
The Bloomsbury Blazer	BLAZER	\$1,570
The Chelsea Pants	PANTS	\$890
The Kensington Pants	PANTS	\$920
The Mayfair Pants	PANTS	\$890
The Buckingham Skirt	SKIRT	\$690
The Berwick Skirt	SKIRT	\$690
The Camden Noir Skirt	SKIRT	\$850
The Wimbledon Shirt	SHIRT	\$480
The Windsor Blanc	SHIRT	\$550
The Windsor Noir	SHIRT	\$550
The 1994 Dress	DRESS	\$2,900

Prices in USD. Stylist rates apply to retail prices. Every piece is available in stock or made to order in Lyon, France.

HOW TO JOIN

contact@unrootdchaptrs.com
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www.unrootdchaptrs.com
Instagram | @unrootdchaptrs

I am *here*.

