

**OUR IDENTITY**

“ *Ethnic Blue* is a French brand for casual Men, in search of a sharp, stylish and discreet look ”



**A bridge between cultures**

At *Ethnic Blue*, you can be Black, White, Yellow ou even Blue.

**Respect, mutual support and nature are the fundamental components of our legacy**

*Ethnic Blue* is for everyone, from all ethnic groups. Ours is blue: *Ethnic Blue*... A blue somewhere between azure and the ocean. Whether it be sky blue, navy, turquoise, sapphire or indigo, there are just as much sparkles and shades in these blues as diverse and ethnic beauties, continuously blended. And in the end, a being absolutely unique and original. This blending is a picture of our own blending of cotton yarns, which can be of pastel or bright colours, and woven together to create an original knit, in plain colours or stripes, classical or fancy...

**Our first bridge is European:**  
*Ethnic Blue* – a French identity, and a Portuguese production.

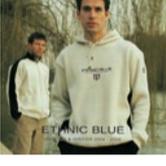
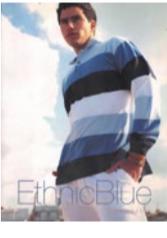
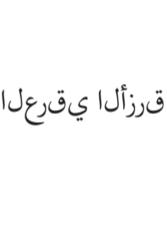
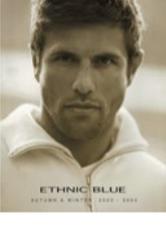
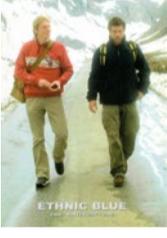
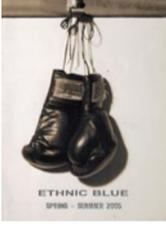
**Ethnic Blue bridging cultures since 1994**

Our collections are the fruit of over 24 years of experience and know-how in high quality textile production. Since 1994, *Ethnic Blue* creates in Paris innovative and inspiring collections.

Our originality lies in our creation capacity, in terms of style, colour combinations and development of new high quality original knits. This is the reason why we are so deeply committed to produce our models in our own factory in Portugal. Our know-how allows us to master the complete production chain internally. We turn a simple ecru cotton yarn into a high quality manufactured garment, ready to suit you.

**Our story**

*Ethnic Blue* was founded in Paris in 1994.

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|--|---|--|
| <p><b>1994</b><br/>Paris</p>                               |                            |                                |
| <p><b>1995</b><br/>Lebanon - Portugal</p>                  | <p><b>AZUL ÉTNICO</b></p>  | <p><b>BLEU ETHNIQUE</b></p>    |
| <p><b>1995</b><br/>Belgium</p>                             |                            |                                |
| <p><b>1996</b><br/>Réunion</p>                             |                            |                                |
| <p><b>1998</b><br/>Algeria</p>                             | <p>قرزأل ا ي قرعلا</p>     |                                |
| <p><b>2000</b><br/>Guadeloupe - Martinique</p>             |                            | <p>εθνικό μπλε</p>             |
| <p><b>2002</b><br/>Sweden - Benin</p>                      | <p>ETNISK BLÅ</p>          | <p>BLU ETNICO</p>              |
| <p><b>2006</b><br/>Spain</p>                               |                            |                                |
| <p><b>2007</b><br/>Ivory Coast</p>                         |                            |                                |
| <p><b>2010</b><br/>Mali</p>                                | <p>エスニックブルー</p>            |                                |
| <p><b>2011</b><br/>Madagascar</p>                          |                            | <p><b>Bridging cultures since 1994.</b></p>  |
| <p><b>2013</b><br/>D. R. C. - The Netherlands - Canada</p> | <p>种族蓝色</p>                | <p><b>ETHNISCHES BLAU</b></p>  |
| <p><b>2015</b><br/>Germany</p>                             |                            |                                |
| <p><b>2016</b><br/>Czech Republic - Cameroon</p>           |                            |                                |
| <p><b>2018</b><br/>UK &amp; Ireland</p>                    |                            |                                |