



# Lookbook

AW 22

# Contents

N° 3

About us

N° 4

AW 22 collection

N° 9

Lookbook

N°22

Find us

# About us

## Welcome to LVFD LONDON

LVFD London is a sustainable fashion brand created by the fashion designer Lucie Vaclav.

The owner, Lucie was born in Prague, in the Czech Republic. She left her home country with the intent to go bigger and bolder by moving to London and studying women's wear at the London College of Fashion. During the pandemic, she started LFVD, a bold and innovative fashion brand which has the main objective of creating sustainable and ethical clothes. It completely differs from many sustainable brands available in the market, because of its creative, bold and daring essence.

LVFD garments have been already spotted on the market by singers and celebrities such as Becky Hill, Raya Abirached and Drew Barrymore and TV shows such as Euphoria or BBC Voice UK.

**AW 2022**

**QOBH collection**



**LUCIE VACLAV**

LVFD LONDON





# Textures

In addition, persistent in the theme of juxtaposition materials and fabrics in fact, dissimilar fabrics such as vinyl and tulle are paired together. Although these different patterns clearly contrast each other because of the different materials and texture, we are still left with a cohesive harmonic and romantic look.

## Color Scheme

The garments feature neutral colours such as ivory, black and silver, with nuances of baby pink. To contrast the simplistic shades we have cut-outs, transparencies that add structure and shape.





**AW 22**





## Romantic opulence of new season AW 2022

LVFD London is presenting its new AW 2022 collection QOBH. Boldness, elegance and abundance are some of the main key elements that you will come across in the new collection "Romantic opulence".

The overall concept behind the set revolves around the people around us, a mix of beautiful and sad. Romantic opulence represents the perfect juxtaposition between abundance and sadness, melancholy and exuberance. These contrasting elements prevail throughout the whole collection through materials, colour schemes, patterns and textures.





AW22  
**Look 1**

Ruffled lace maxi skirt



AW22  
**Look 2**

Black Lace corset with straps



**Look 3** - Black Cotton Poplin Dress with a Detachable Back Bow  
AW22





AW22

White Feathered-Fringe Full-Length Pants

Pink Embroidered Corset Top

Metallic Pink Vegan Leather Coat



# LVFD

“

This collection is not catered towards the introverts nor the faith hearted.

As a matter of fact, Romantic opulence is designed to capture the attention, mark your presence and make yourself and

your personality stand out in the midst of the crowd. You will not be unnoticed, it will make you more confident and help you channel your inner bold self.

In fact, in LVFD house we believe that: "Clothes should help express who you are and how you feel".

“



Golden pleated midi dress



Gold Sequin Full-Length Pants



Golden sequins mini skirt



Feather lace jumper





Star Mesh Bodysuit



Black Vinyl Cut-out Dress with  
Rose Cap Sleeves



Embroidered Wrap Maxi  
Skirt



Black Vinyl Mini Skirt with  
Front Slit



Black Satin Evening Dress  
With Rhinestone Cut-out



Black Sleeveless Vinyl Dress  
With Ruffled Pink Tulle



Pink Satin Cut-out Dress  
with Puff-Sleeves



Black Velvet Dress



Metallic Pink Vinyl Dress With Beaded Fringes



Iridescent Sequin Full-Length Trousers



Metallic Silver Midi Wrap Dress



Pink Embroidered Corset Top



A  
W  
•  
22



**LUCIE VACLAV**

LVFD LONDON

[www.lvfdlondon.com](http://www.lvfdlondon.com)