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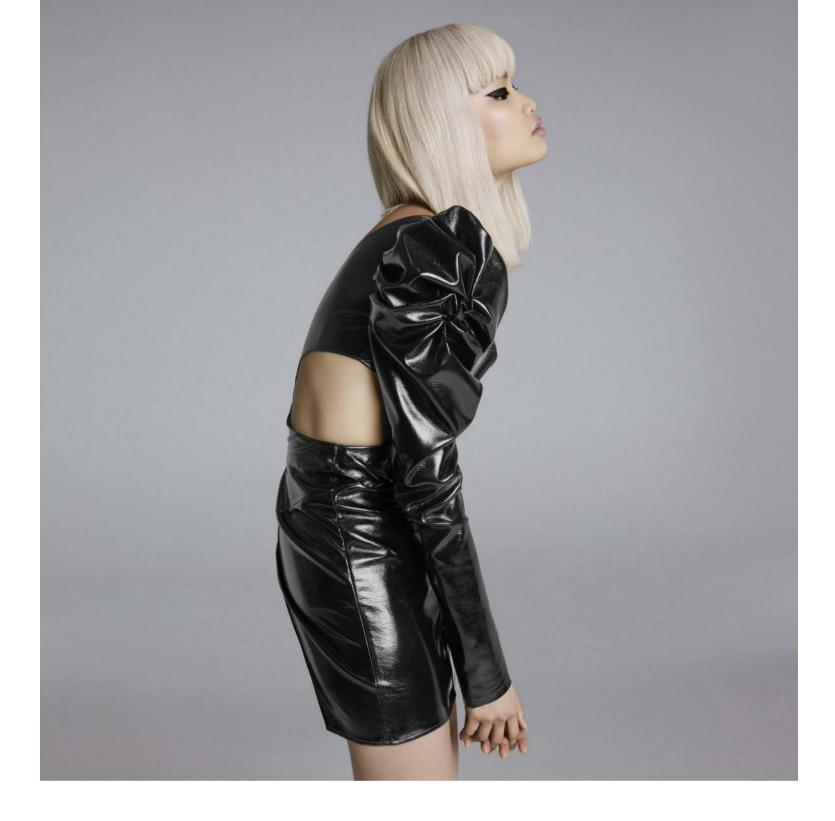
Welcome to LVFD LONDON

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 Berrymore and TV shows such as Euphoria or BBC Voice UK.

AW 2022 QOBH collection



LUCIE VACLAV



Textures

In addition, persistent in the theme of juxtaposition materials and fabrics in fact, dissmilar 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 ovary, black and silver, with nuances of baby pink. To contrast the simplistic shades we have cut-outs, transparencies that add structure and shape.





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









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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 Rhinstone 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 Iridescent Sequin Full-Length Fringes

Trousers





Metallic Silver Midi Wrap Dress

Plnk Embroidered Corset Top



LUCIE VACLAV

LVFD LONDON

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