

LUCIE VACLAV

LVFD LONDON

PRESS RELEASE

LVFD LDN QOBH Collection for 2022

Be ready to be swept away by "Romantic opulence", the new LVFD LONDON QOBH collection for the 2022 season.

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 LCF. During the pandemic, she started LVFD, a bold and innovative fashion brand which has the main objective of creating sustainable and ethical, but sexy clothing. 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.

LVFD London dives into fashion week presenting its new 2022 collection. Boldness, elegance and abundance are some of the main key elements that you will come across in the new collection "Romantic opulence". According to the words of Lucie the overall concept behind her upcoming set revolves around "the people around me, a mix of beautiful and melancholic", she says. 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. However, 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. 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.

Most importantly, it is remarkable the use of materials such as sequins, fringes, feathers and pearl drapery that provide dynamism and movement to most garments. In addition, bling and rhinestones details are included in some garments throughout the collections, these are Preciosa studs and crystals. This collection is not catered towards the introverts nor the faith hearted, in fact, the garments do not resemble the average clothes you could wear on your daily walk at the park. 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, Lucie believes that: "Clothes should help express who you are and how you feel".

All the photos were shot by the photographer Luis Monteiro. (<https://www.luismonteiro.com/>)

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