

Perte d'ego

PERTE D'EGO PRE-FALL 2023 | LONDON FASHION WEEK

“A Tuscan getaway”

Perte D'ego a luxury brand based in New Delhi, India. We focus on creating unique, one-of-a-kind pieces in a sustainable and ethical way. Each piece is hand made in our studio in limited quantities. Preserving and promoting traditional artisan techniques such as hand dyeing, cutwork, appliqué and hand embroideries has been one of our key motives since the beginning and are prevalent in all our pieces.

Our unique pieces have been featured in all leading fashion and media publications in the world- Vogue, GQ, Popsugar, Grazia etc.

Second year in the row, we had the honor to work on a custom hand embroidered suit for Grammy award nominated artist, Benny Blanco to wear at the Grammy Awards, 2023.



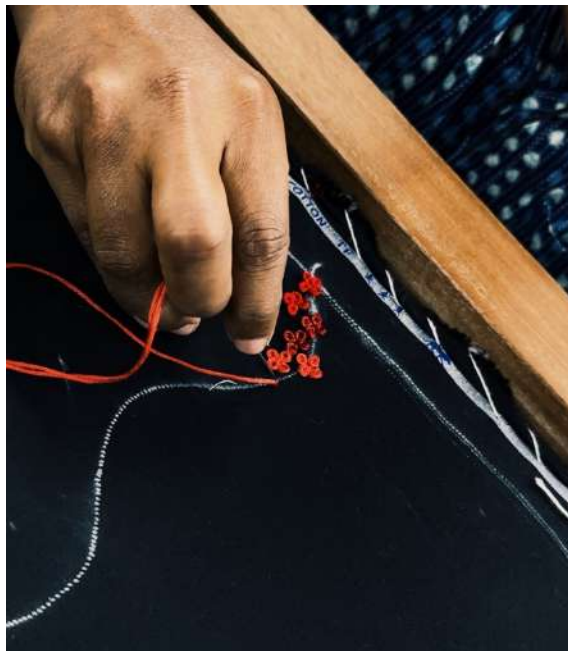
Collection Statement

Perte D'ego presents “*A Tuscan getaway*”, *Pre-Fall 2023 menswear collection*. The collection is inspired by vintage photographs of Tuscany and the way of life in the Italian countryside.

Tuscany is known for its lush rolling hills, the rich artistic legacy and is regarded as birthplace for “Italian Renaissance”.

To bring our vision to life and to show our take on the Tuscan living, we designed a collection to encapsulate the essence of the region.

A strong focus has been put on traditional hand embroidery and craftsmanship techniques which needs preservation and promotion. In today’s world, we are so used to things happening at lightning speed that people have started losing touch with the beauty of patience and perseverance. Some of the pieces in our collection take 5-6 days to be handcrafted by skilled craftsmen.



We would like to thank the entire team of London Fashion Week, the British Fashion Council, our customers and everyone who we've met on this journey for believing in us and giving us this opportunity to present our work at one of the biggest platforms in the world.

Hope you enjoy our work.

Warm regards,

Team Perte D'ego

For further information-

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