

# J P H O E N I X L O N D O N

Press release

## *J Phoenix London presents its second collection: La Rêverie*

J Phoenix London combines luxury and sustainability. The designs are crafted with expertise; combining natural, luxurious fabrics, asymmetry and a shimmer of Czech glass crystal, J Phoenix London's second collection, La Rêverie, epitomises chic, confident and modern women.

Produced in limited quantities, the scintillating pieces of J Phoenix London's La Rêverie Collection are fluid-like in motion and bestow a dash of majesty, distinction and individuality in all who wear them – think urban chic perfectly synthesised with high artisanship.

Combining lightweight wool crepe, silk fabrics and luxurious, soft and stretchy leathers and the brand's distinct asymmetry honours the wearer with dreamy, illusory and effortless elegance. The distinctive, delicate hand beading is all the adornment you need; La Rêverie is sublime as it is and demands no need for further embellishment with jewellery. The pieces are designed to suit the fast-paced urban life of modern women while still enkindling effortless sophistication. The bold reds and blacks together with crisp ivory complement one another in many combinations, allowing women to express their uniqueness on all occasions, casual and cocktail, day and night.

With La Rêverie, women can be seductive and dazzling – bold, yet not imposing. Imagine entering a soirée with ethereal poise and elegance, a glimmering silhouette of slit skirts, high necks and flattering lines where glamour meets conviction.

J Phoenix London pieces are available online at <https://jphoenixlondon.com/>.

### ***For further information:***

***J Phoenix London***

***press@jphoenixlondon.com***

***www.jphoenixlondon.com***