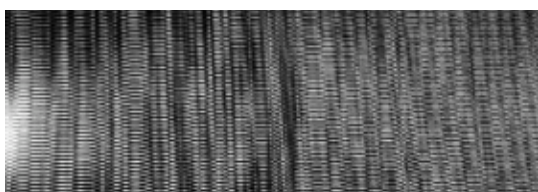




LA FILLE D'O?



LA FILLE D'O!



www.lafilledo.com



foto credit_lfdo



LA FILLE D'O SPELLING BEE

Libertine.

Animal.

Footloose.

Indulgent.

Legendary.

Long-term.

Electric.

Determined.

Oddly overwhelming.





foto credit_lfdo

**LA FILLE D'O.
LINGERIE IS DEAD.
LONG LIVE LINGERIE.**

When thinking about lingerie one always stumbles upon the same key ingredients. Blend up various quantities of sex, play, glamour, luxury, and comfort and you can describe almost any brand. Considering we have been making lingerie for over a hundred years without much alteration to that recipe, it should come as no surprise that our eager mouths have gotten used to the taste of that familiar cake. Mediocrity sure is the ideal way to kill our daily needs.

It is time to pet yourself on the aching belly for hunger is to be stilled soon, my dear. La fille d'O has been cooking up some of the most delicious designs that redefine the very alphabet of lingerie-making. This new Belgian brand carefully analyzed



foto credit_carmen de vos

what women need using a good heart and a healthy overdose of gut feeling as their only tools. The designs no longer show separate crumbles of the mandatory hotness or marketing, but establish a smooth skin-like uppercut of visual and physical surprise. La fille d'O's refreshing approach to lingerie design will leave you craving for one more scoop even when your plate is already overflowing, for indulgence is not a crime. *Mediocrity is.*





foto credits_lfdo



foto credits_ scott lowe

LA FILLE D'O VISION

la fille d'O collections are not subject to seasons. A new collection comes out when it's done. Not when it is supposedly best released, from a commercial point of view. It's like battery brooding compared to free range living. la fille d'O is by far the happiest chick.



foto credits_ vincent delbrouck





foto credits_lfdo

LA FILLE D'O VISION

la fille d'O is a practical collection. It does not come in sets of similar size. Same size top and bottom bodies are just not as common as often stated. Reality beats statistic dreamland on a daily basis. When you buy la fille d'O you can choose the best possible option for your body, for your size, and for your appetite, be it delicate or overwhelming.

la fille d'O loves continuity. It loves being wild and unpredictable too, but when it comes to our lingerie drawer we want to help you build a treasure chest based on solid grounds. Every new collection of la fille d'O lingerie can easily be combined with the previous one, which opens the mind to an attitude of respect and care for textiles that surround us, starting at the level closest to our skin.

la fille d'O never sells out. We have an arrangement with the stores that sell la fille d'O about retail prices, because we don't want to feed the throw away society, that pretends to re-invent itself every six months. That would be one way of putting it, but that is not how we see it. la fille d'O is designed to last you a lifetime and we all know that is far longer than a ridiculous 6 months.





foto credit_Cameron smith



LA FILLE D'O ATTITUDE

Computers are a necessary evil these days and while embracing evolution we do abuse of their services but if there is one thing we don't use them for it's for touching up our pictures. Every single picture that leaves the 'O office is 100%WYSIWYG.

You might think we are a kind close to being extinct, but we prefer to be kind than to be fake. We select our models not just with the eyes but with all our senses. We need sparks and attitude. We want the legs and the brains to match. A la fille d'O model should grasp the taste of the entire cake, not just the icing.





foto credit_bellavite spille

LA FILLE D'O DEVELOPMENT

A new la fille d'O collection is not just some lame copy of the previous one in a different color or lace. la fille d'O uses precious high quality fabrics that are easy to wash and almost inevitable to wear but we avoid using evident lace or loud prints. That technique is more like decorating a christmas tree. Designing a la fille d'O collection is working from within. It is rethinking the very alphabet of the language of lingerie. Each design is shaped to adorn the natural lines of the body and to support both mentally and physically. The french have understood it all. Their word for bra is 'soutien' which means 'support'. Lingerie is far more than just a piece of fabric covering your most intimate parts. Showing off is easy. Covering up is far more intricate. Especially when you cover up in such a way it becomes inspiring, like when you receive a nicely wrapped gift from a loved one. There are of course some classic la fille d'O styles that stay in collection, but we always try to introduce some new inventions that dot the I of a new range sharply.

la fille d'O may seem retro at first. We do have a sweet spot for vintage patternmaking and techniques. Look again and you'll see it is more than just that. We are the product of our history but copying without thinking would be a very uninspiring occupation. We prefer to give our brains a little more of a challenge when designing. Influenced by contre courant thinkers and creators, la fille d'O likes to time travel and pick up that rich experience of metavision to apply to the current needs of women worldwide.





foto credit_lido

LA FILLE D'O HISTORY

la fille d'O (pronounced la-fie-do) literally means 'daughter of 'O' and will surely ring a bell with those who have seen the cult movie 'story of 'O' and they will understand that this brand of lingerie represents a new generation of women that aims to please but unlike many other brands dares to stop taking itself serious from time to time. A breath of fresh air these days of posing and prancing. la fille d'O is from the heart.

A daily revolution from the underbelly of fashion.





foto credit_lfdo



foto credit_lfdo

LA FILLE D'O PRODUCTION

La fille d'O was born in 2003 and has embraced an all Belgian design and production, using exclusively European fabrics, as its subtle yet confident forte. A limited production of handmade designs, showing an intricate flair for patternmaking and a thorough love for the human body has been their ticket into the heart of many. La fille d'O ignores higher production costs for her Belgian factory has over a hundred years of experience in creating lingerie. It is an ethical decision. One that makes the end product more expensive but it is a cheap way to a clean conscience. A radical yet uplifting approach tackling anything too lukewarm have also kept them there, for there is nothing as exciting as being part of the personal journey of one to put the "I" back in lingerie for all.





foto credit_ ifdo

LA FILLE D'O: ABOUT LUXURY.

We find it necessary to rediscover the identity of luxury. We are not randomly satisfied when splashing about in dollar bills. What we like is voice. We like the option of choice. We honour the human body as the precious machine it is. We find beauty in details, in soothed senses. Therefore we capture luxury in our own personal way.

Re-chewing our thoughts when designing the pattern of a new design. For every line will frame the natural curve of your body. We wander eyes closed through fabric swatches, for our skin needs to choose which touch is most pleasant. We don't care about must have lace or vivid prints. We have too much fun exploring the subtle whispers of performant fabrics to be distracted by the loudmouths of what's fashionable. La fille d'O luxury is captured by the smiles of your senses and projected to the lightness of your stride. That feeling of u-t-t-e-r satisfaction, that is what we are.





foto credit_Richard kern for
la fille d'O



foto credit_ frederic
vercruysse.

LA FILLE D'O IS AVAILABLE IN THESE STORES

Underwear, Brussels, B
Lineos, Gent, B
Carissima, Leuven, B
Mail&female, Amsterdam, NL
Yntimity, Hasselt, B
Noctural Designs, Sydney, Aus
Zouzou, Rome, It
Huis De Clercq, Aarschot, B
MOS Maastricht, NL
Little Flirt, Manly, Aus
Zardonna, Amsterdam, NL
Margreet Olsthoorn, Rotterdam, NL
Sinns, antwerpen, Be
Stout, Amsterdam, NL
Armada, Liege, BE

maison la fille d'O
Tuesday to Saturday
3 till 7pm

Holstraat 91
9000 gent

more to discover
www.lafilledo.com



WHO WEARS LA FILLE D'O



M.I.A., vive la fete. Juliette lewis. Lady Gaga. Roisin Murphy. Robyn. You...



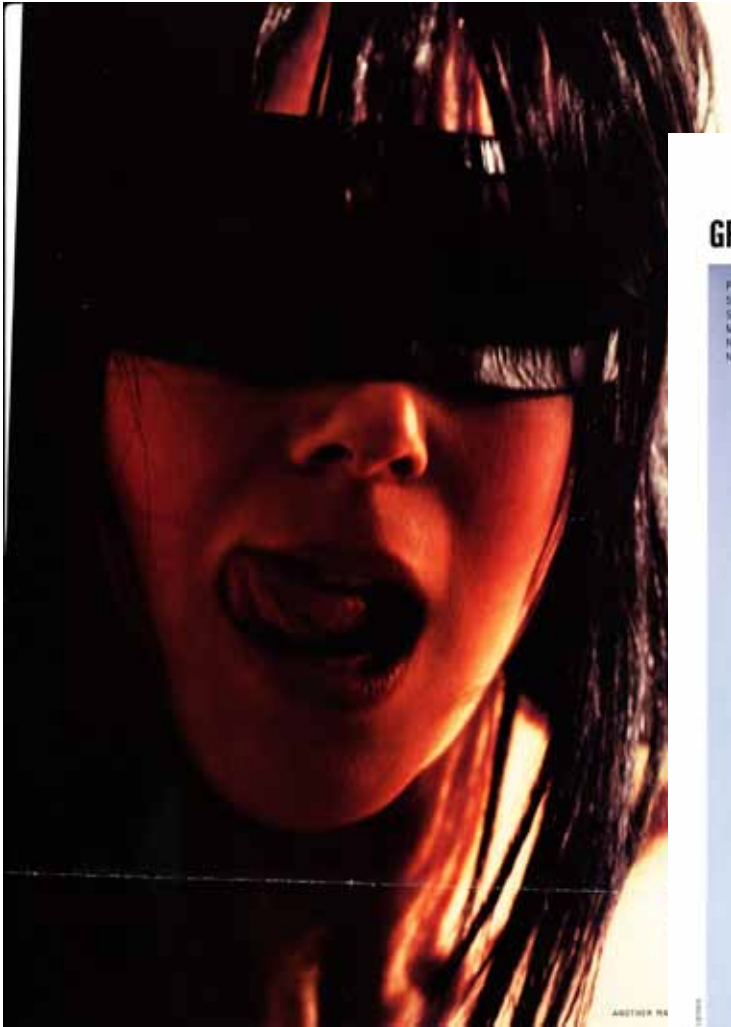


foto credit_nicole kidman wearing lfd0 mask
for ann de meulemeester

foto: karl lagerfeld

GRATUITOUS PHOTOS OF MODELS HOLDING CAMERAS



foto credit_richard kern for vice magazine



We caught up with fashion's newest stylist prodigy, **Anna Trevelyan**. The Fashion Editor at *Untitled*, she is First Assistant to Nicola Formichetti (making her a key player on Lady Gaga's styling team) and sits very near the top of the smart money's 'one to watch' list. The twenty-something style wonder had set up temporary base at Charlie le Mindu's London studio when we Skyped her to get the sauce on all things Trevelyan.

unveil



Oyster: Who embodies the Anna Trevelyan spirit best?
Anna: Charlie le Mindu. He's the other half of my ideas and my soul.

Oyster: You both have French surnames.

Anna: Mine's not French! It's Cornish.

Oyster: Oh...

Anna: Someone Facebooked me going: "I'm in fashion, too. I love that you're Armenian." I was like: "Thanks a lot, but I'm not Armenian..." And he replied: "Yes you are. All Armenian names end in Y-A-N."

Oyster: Cher is Armenian...

Anna: Then I'd definitely rather be Armenian than Cornish. We love Cher.

Oyster: I have the Farewell Toast on DVD.

Anna: So does Charlie. It's not his favourite, though.

Oyster: Do you remember when you realised you'd made it?

Anna: When I shot with Hedi Slimane for *Untitled*. And the first time I got flown to another country for my own work and not for Nicola or Gaga. And the last one was a top-secret shoot I did in Paris the other day. Just looking at the call sheet was pretty incredible; my name next to the photographer's...

Oyster: You have to frame it. Have it at your house.

Anna: Fluh! Isn't that a bit arrogant?

Oyster: Not! It's cute. I have an email from Suzy Menkes. That was my moment. If you could change one thing about the fashion industry, what would it be?

Anna: I'd like to see more support given to young talent. They're the ones who keep the industry exciting. I say this now, though, all naive and young. In five years it'll probably be a different picture.

Oyster: We'll all be just as old and bitter as the rest of them.

Anna: Yeah, like: "who are these young punks who want to change everything?"

Oyster: What's your best experience with Lady Gaga?

Anna: Every experience is a new and better one. Everyone around her is constantly trying to better themselves from the last thing they did... Gaga does all of it. The people around her do their bit, but she encompasses all of it. There are people doing all these different things, but she's the one in control.

Oyster: How would you describe your signature?

Anna: It's the feeling of being a teenager with all that goes on in your head and your body. That's what I want to convey: youth, energy, power and lust. And colour. I'm not into natural stuff. I like fake things. I like fake hair, fake colours, fake tits, fake teeth.

Oyster: Do you find 'real' annoying?

Anna: We all live in our own reality. I like to create my own fantasy. Isn't that why we all get into fashion? To live in a fantasy?

Oyster: Or to get invited to the good parties...

Anna: Yeah, and get free shit.



ELLE interview



“Ik heb niet de behoefte om te staan brullen dat ik meer ben dan mijn imago. Dat zou belachelijk zijn en niemand zou me geloven.”

wordt zo lichtzinnig mee omgesprongen. Je stelt je bloot aan het machtigste in de wereld: de mogelijkheid om een nieuw leven te maken. Dat pakt me op mijn adem. Je moet een rijbewijs hebben voor je achter het stuur kruipt, maar iedereen kan zomaar neuken. Kan je niet voor je kind zorgen? Geen probleem, we maken er wel een format van op MTV... Ik wil die meisjes het liefst een half uur gijzelen en hen de gebruiksaanwijzing voor het leven meegeven, mocht die bestaan...

Jouw manier van bevrijding vinden velen wel wat extreem.

“Absoluut. Alleen al het feit dat ik beha's zonder gevormde cup maak, is voor velen al te confronterend. Ik heb in de voorbije jaren nog geen enkel paar dezelfde borsten gezien. En geloof me, ik heb er veel gezien. Wreed veel! Seksualiteit gaat mij niet om dat extreme, ik wil niet shockeren. Ik hoef niet in latex vastgebonden in de luster te hangen. Dat boeit me niet. Maar ik wil wel in mijn blootje op het strand rondlopen. (Denkt na) Eigenlijk is met dat laatste alles gezegd. Naakt op het strand durven lopen. Voor veel mensen is dat al een paar bruggen te ver. Jammer. Als er een vrouw in mijn winkel staat te passen en ze klaagt over haar billen of buikje, dan sta ik echt verstomd. Dat is toch niet lelijk! Het is je puurste vorm van zijn, daar kan je niet van weglopen.”

Alle vrouwen zo ver krijgen is wel een utopie.

“Ja, maar ik kan ook in mijn zetel zitten janken en denken dat het nooit zal lukken. In de voorbije jaren heb ik een aantal vrouwen zover gekregen dat ze aan zee niet langer in T-shirt maar ook in bikini durven rondlopen. ‘Ik voel me fantastisch’, zeggen ze. Dat doet deugd. Ik hoef niet meteen iedereen te bereiken. Dat zou maar saai zijn, wat moet ik dan gaan doen?”

In de media heb je het imago van stoeipoes die de volledige Kamasutra van achter naar voren kent. Nogal een eenzijdig beeld, lijkt me.

“Ja maar, ik ken die ook echt van achter naar voren, hé! (Giert het uit) Nee, dat is ongelooflijk vervelend en bovendien verschrikkelijk saai. Maar soit, ik moet nu niet beginnen janken, als je een boek over

je seksleven schrijft en een pornofilm draait, dan heb je het vlaggen natuurlijk. De mensen waar ik mee samenwerk, weten dat er meer aan vast zit. Zij doen moeite om verder te kijken. En nee, ik heb niet de behoefte om luidkeels te staan brullen dat ik meer ben dan dat imago. Dat zou belachelijk zijn en bovendien zou niemand me geloven.”

Je bent intussen 33. Hoe zit het in de liefde? Nog steeds zo onstuimig of heb je stilaan zin om je met man en kindjes te settelen?

“Ik had vroeger de neiging om een hele zwerm mannen om me heen te verzamelen. Alles in veelheid. Ik was bang om keuzes te maken, kiezen is verliezen. Ik had het nodig om te onderzoeken hoe dat allemaal marcheert. (Glimlacht) Nu is mijn onderzoek afgerond. Sinds een klein jaar heb ik een nieuw lief, een serieus lief. Ik heb mijn jachtlaarzen niet meer aan. Hij heeft een gelijkaardige achtergrond, we hebben onze midlifecrisis in onze twintiger jaren gehad. Nu is het *chill*.”

Iets zegt me nochtans dat jij niet echt het valentijns type bent.

“Belachelijk, om zo één dag... Ik hang het kot wel eens vol post-its of schrijf iets liefs op de spiegel, maar nee, niet speciaal op Valentijnsdag. Mijn lief woont aan zee, op de dijk. Als we iets romantisch tegen elkaar willen zeggen, gaan we op het terras staan. Dat heeft net meer impact, met die golven op de achtergrond. Valentijn is van drie seconden en dan gewoon weer normaal doen. Moesten we nu eens elke dag een valentijnsminuut inlassen. Dat zou zoveel cooler zijn.”

MARJOLIJN VANSLEMBROUCK

La Fille d'O, Holstraat 91, 9000 Gent. Dinsdag tot zaterdag van 15u tot 19u.
www.lafilledo.com



La fille d'O è un marchio creato da una donna per le donne. Disegnato dalla stilista belga Murielle Scherre, **La fille d'O** rappresenta una nuova generazione che ama piacere, ma senza prendersi troppo sul serio. Il nome è familiare ai cultori del romanzo *Histoire d'O* di Pauline Réage, ispiratore dell'omonimo film. Con un pizzico di perversione e di sano umorismo, un po' "bondage" e un po' "burlesque", la "figlia di O" sfida le convenzioni e, influenzata da anticonformisti illustri come Felicien Rops, Betty Page, De Sade e Nick Cave, viaggia nel tempo saggiando esperienze diverse per soddisfare le donne di tutto il mondo. Proposte sul pronto, le linee non seguono logiche commerciali o stagionali: ogni singolo capo è confezionato a mano in un piccolo stabilimento in Belgio, da oltre 50 anni specializzato in lingerie e corsetteria di pregio. Dai modelli più basilari in colori flashy a quelli più "hot" con trasparenze, frange e sexyaperture, i capi valorizzano le linee naturali del corpo garantendo un sostegno che si potrebbe definire "psico-fisico" e i coordinati consentono di mixare taglie diverse tra reggiseni e parti basse, offrendo a ogni donna la combinazione più adatta al suo corpo e... al suo appetito! Non a caso, contro gli stereotipi del fashion system La fille d'O utilizza modelle dilettanti e bellezze non convenzionali per le quali ha addirittura creato un'agenzia, la deVilles harem girls. Nelle relazioni commerciali Murielle crede nei rapporti one-to-one, "veri", flessibili e mai impersonali, e conosce per nome e di persona ogni cliente, con cui ha stretto un accordo: La fille d'O non è mai in saldo, perché contro la società "usa e getta" che finge di reinventarsi ogni 6 mesi, i suoi capi sono pensati per durare una vita...



I COORDINATI CONSENTONO DI MIXARE
TAGLIE DIVERSE TRA REGGISENI E PARTI
BASSE, OFFRENDO A OGNI DONNA
LA COMBINAZIONE PIÙ ADATTA
AL SUO CORPO E... AL SUO APPETITO!



about the designer

Murielle scherre (1977°)
Current state of mind: determined.
General state of mind: amor.
Mandatory flaw: confusion.
Eternal motivation: curiosity.
Daily need: "Yes!"
Favourite smell: skin.
Mantra: aultre ne veulx estre.

More: lafilledo.com/blog

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