



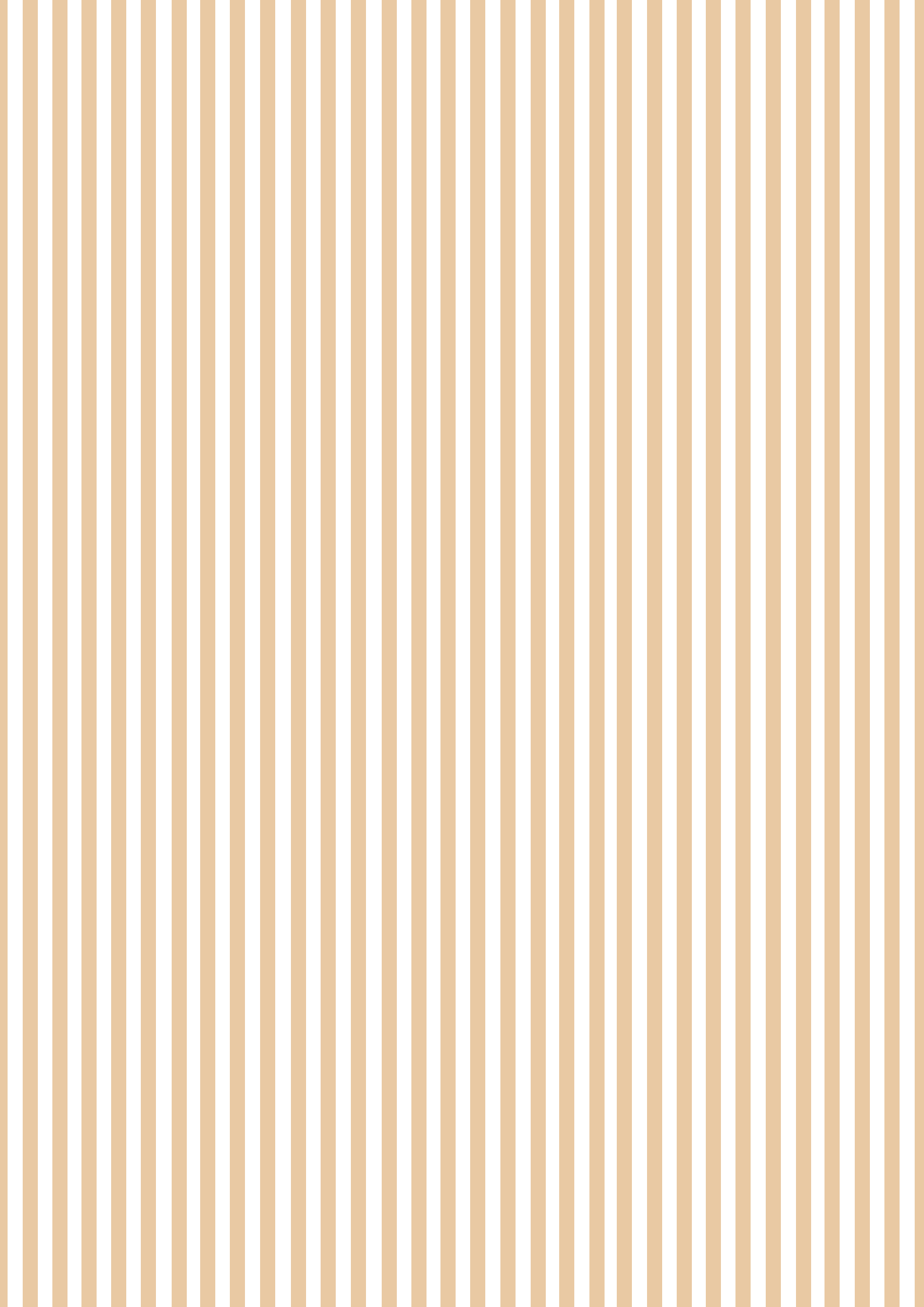
COLLECTION CRÉATEUR

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Lea Peckre

FOR

MAISON LEJABY



## MAISON LEJABY THE SPIRIT OF FRENCH COUTURE



For 130 years, Maison Lejaby has been supporting women in their quest for emancipation, liberation and desire for more out of life. Maison Lejaby has been at the root of some of the greatest success in the history of lingerie. No other corsetry swimwear brand better personifies the spirit of French couture. Its creations take their inspiration from the very soul of Parisian women and are bold, both voluptuous and clean-cut and never neglect the elements that make a real difference: comfort, elegance and modernity. These creations belong to the heritage of some of the most iconic designers in French couture and form part of an art de vivre that is popular around the world. These truly unique pieces continue to recreate French style by playing on the sophistication of the cut and the way the material itself is worked.

Maison Lejaby, the spirit of French couture, works with only the finest materials, setting itself apart with its excellent tailoring and the subtle way in which its fabric is assembled. Its awareness of fashion and trends, as well as its creative spirit, are enhanced by the most precious of resources: the talent of its artisans, corsetmakers and modistes. « Lingerie is the heart and soul of femininity. The pieces we create are works of art : by way of the sophisticated and precious nature of the materials used in haute couture to make them, by way of the brilliance of our expertise and by way of their style », sums up Alain Prost, Chief Executive of Maison Lejaby.

The spirit of French couture, the signature of Maison Lejaby, confirms that its brand identity is centred on two fundamental values: the high standard of its know-how that has been a requirement for more than a century and unequalled French elegance, raising Maison Lejaby, corsetry and swimwear to the rank of artisanal craftsmanship provider.

#### MAISON LEJABY SHOWROOM

5, rue Royale - Paris VIII  
1<sup>st</sup> videophone "Maison Lejaby",  
then 2<sup>nd</sup> videophone "Maison Lejaby"  
Front ground floor.  
On appointment  
Contact :T. +33 (0)1 42 65 06 77  
+33 (0)6 13 81 12 91  
mlegall@lamaisonlejaby.com

Find our Maison Lejaby collections on our websites

[www.maisonlejaby.com](http://www.maisonlejaby.com)

[www.maisonlejabycouture.com](http://www.maisonlejabycouture.com)

And in our online shop

[www.boutique.maisonlejaby.com](http://www.boutique.maisonlejaby.com)

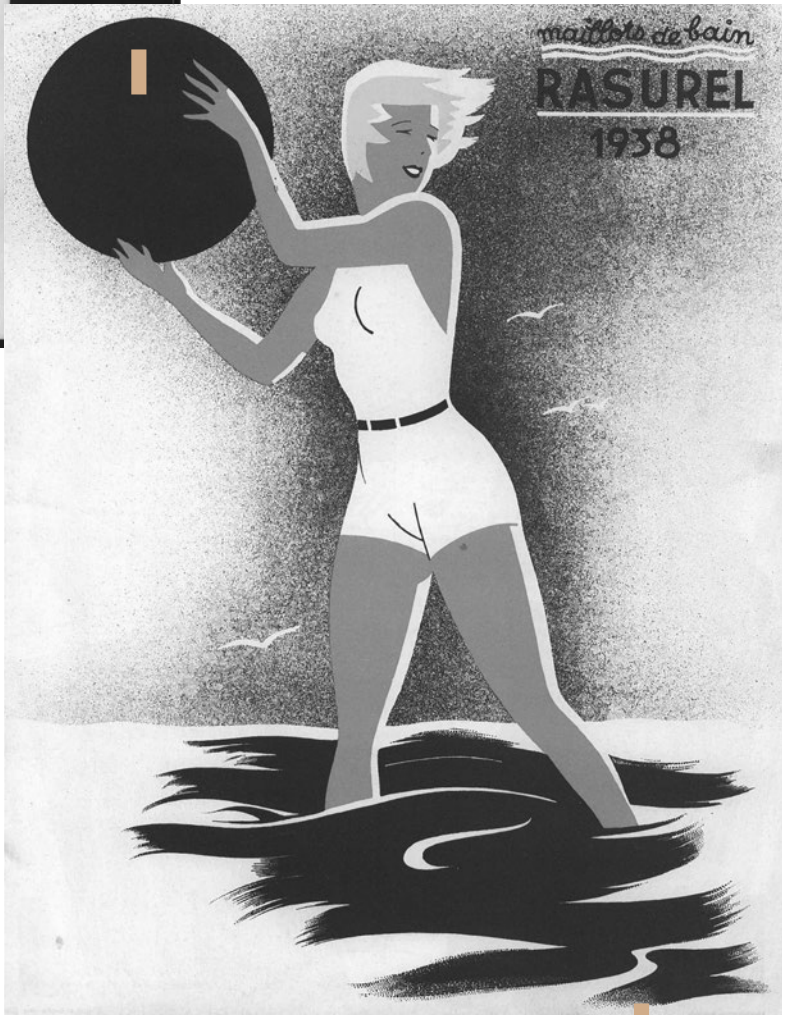
#### OUR MAISON LEJABY COUTURE STORES IN FRANCE AND ABROAD

SALON COUTURE | Paris | France  
GALERIES LAFAYETTE | Paris | France  
PRINTEMPS | Paris | France  
BOUTIQUE EVE | Cannes | France  
BOUTIQUE OCSANA | Evian les bains | France  
CUPIDON | Lyon | France  
LA PARFUMERIE DE MEGÈVE | Megève | France  
MONTE CARLO BAY | Monaco | France  
ELISA | Nancy | France  
GLAMOR | Nice | France  
FRISSON LINGERIE | Saint Tropez | Courchevelle | France  
ELLE ET LUI | Villefranche sur Saône | France  
TAZIA | Lyon | France  
ILENA | Saint Barthélémy | France  
HARRODS | London | Great-Britain  
EL CORTE INGLES | Madrid-Marbella | Spain  
SARY | Turin | Italy  
KRINES | Munich | Germany  
ALISE | Kitzbühl | Austria  
BELLE AVENUE | Ukraina  
JACK KUBA | Tel Aviv | Israel  
BARNEYS | New York | USA  
LYL A | Montreal | Canada  
ESTELLE HAUTE CRÉATION A-STORE | Moscow | Russia



## PIGEONNANT

IL ETAIT UNE FOIS, DE FACE, DE PROFIL, UNE RAVISSANTE JEUNE FEMME AUX LONGS CHEVEUX... RAVIE DE PORTER PIGEONNANT, CAR C'EST LE PLUS 'OLI SOUTIEN-GORG DU MONDE. UNE CORBEILLE TOUTE EN DENTELLE FAISANT JOLIE POITRINE HAUTE, SANS PROBLÈMES POUR LE DOS GRACE A LA FERMETURE ECLIB. TAILLES 75 A 100. BLANC, NOIR, MARINE.



MAISON LEJABY  
SPRING-SUMMER  
2014 COLLECTION



## LÉA PECKRE



Born in Paris in 1984, Léa Peckre has grown up in an artistic environment and more specifically in a family where the cinema and the photography had both a major role. Léa was immersed in a world where the love for images predominates. She has then developed a sensibility for light, esthetism and symbolism. Soon attracted by artistic studies, Léa discovers and develops an interest in construction and design through the practice of ceramic and textile. Her art academic studies have been followed by a specialization in fashion design which have led her to integrate the prestigious fashion design school la Cambre in Brussels in 2004. In 2011, after graduating with high distinction, Léa Peckre won the l'Oreal professional jury grand prize at the 25<sup>th</sup> international Hyères festival with the collection "cemeteries are fields of flowers". During her scholarship, she also won others prestigious prizes: la Cambre award (2010), Rue Blanche award (2010) and City of Paris fashion award (2008). After starting her career at famous fashion houses such as Jean-Paul Gaultier, Givenchy, Isabel Marant, Léa Peckre has decided to launch her own brand for the fall- winter 2013-2014 collection untitled "flowers are born in shadows". She offers sophisticate silhouettes of which the volumes, mastered and tapered, slowly become eroded to leave room for more organic forms. Like an ineluctable transposition of the time passing by and its natural wear-out interventions. This erosion conveys itself through symmetrical ornaments and laces, organics patterns and interlocked into laser cuts of an almost surgical precision.

### POINTS DE VENTES | STOCKISTS

MARIA LUISA PRINTEMPS | Paris | France

VILLA NOAILLES | Hyères | France

JOYCE | Hong Kong | China

OPENING CEREMONY | Londres | Great-Britain

OPENING CEREMONY | New York | USA

OPENING CEREMONY | Los Angeles | USA

BLAKE | Chicago | USA

LINDA DRESNER | Birmingham | USA

LÉA PECKRE  
SPRING-SUMMER  
2014 COLLECTION





## “LÉA PECKRE FOR MAISON LEJABY”



PRESS RELEASE  
PARIS, 14 JANUARY 2014

In 2014, Maison Lejaby is celebrating 130 years of innovation and French expertise. In a spirit of enterprise firmly focused on the future, Maison Lejaby is delighted to announce its forthcoming collaboration with the designer Léa Peckre for its Couture Collection. A high-end ready-to-wear designer collection will be presented in March at the international Paris Fashion Week. The collection Léa Peckre for Maison Lejaby shows again the innovation capabilities, daring and expertise of the brand: it reclaims the fashion codes, confounds bounds between lingerie and ready to wear, creating “in&out” to wear day and night, at home or in town. Alain Prost, CEO of Maison Lejaby, says: “Since its creation Maison Lejaby has not ceased to innovate, surprise and progress, striving to achieve certain kind of French excellence. With this new project, the House is looking to move into a new and complementary area of couture lingerie. I am confident that the meeting of our exceptional expertise with this young designer’s radical and truly modern approach will open up new prospects for us.”

Léa Peckre says: “(I am) delighted to be able to benefit from the expertise and resources of such a prestigious House, thanks to this first collaboration, especially as my own collections have always contained references to lingerie. Maison Lejaby is a pinnacle of excellence and I am very excited at the prospect of exploring new avenues together.”

PLEASE, MAKE A NOTE IN YOUR DIARIES FOR MARCH.  
A SAVE-THE-DATE WILL BE SENT TO YOU SHORTLY.

Contact: Pressing - T. +33 (0)1 42 01 51 00  
contact@pressingonline.com - www.pressingonline.com

PREVIEW  
OF THE COLLECTION  
LÉA PECKRE FOR  
MAISON LEJABY



