

LOUISA
BRACQ

**Fall/Winter 2024 Collection
Press Kit**



Universe & Inspirations

For our Autumn/Winter 24/25 collection, our goal was to enhance femininity, spotlight the luxurious positioning of the Louisa Bracq brand, while showcasing the magnificent embroideries crafted in our factory at Caudry, as part of our historical expertise. We place particular emphasis on the quality and fit of our products, available from cup size A up to cup size K.

For this new season, we're highlighting our 3 new lines: SWAN, NYMPHA, and the re-edition of the iconic SUPERSTAR line from the AH21-22 collection.

The Louisa Bracq brand aims to be innovative, reshaping the outlook on lingerie and its contemporary integration.

We consciously reevaluated our communication strategy to spotlight pertinent messages where they belong, amplifying the impact of our visual language. Louisa Bracq has solidified its position as a frontrunner in multiple countries, steering our trajectory along the path that has defined our success in the last three years.

Maintaining our foundational values, we endeavor to safeguard our creative distinctiveness. Louisa Bracq persists as a brand that exudes both confidence and innovation.

NYMPHA

Inspirations:

The NYMPHA line draws inspiration from the elegant and romantic atmosphere of weddings. This new collection unveils delicate floral and foliage motifs, immersing us in the ambiance of fine lingerie. The NYMPHA collection celebrates the timeless beauty of life's most special moments. We aim to capture the very essence of grace and sophistication to offer poetic and exclusive pieces.

Specifics:

- This line offers a variety of bras in four different styles: full cup, balconette, spacer, and wire-free.
- Available from cup size B to cup size K, the NYMPHA collection provides an extensive range of sizes, encompassing up to 80 different sizes for the full cup style, featuring a Made in France jacquard exclusively designed by the house in a floral scroll pattern.

Novelties:

The range is complemented by a nightdress adorned with corset-style crisscross lacing, ideal for the wedding night or honeymoon.



SUPERSTAR

Inspirations:

Finally, the re-edition of SUPERSTAR, a true success from Louisa Bracq, has been evolved in its technicality with a simplex knit ensuring an excellent fit up to cup size K, different from its initial version. Staying true to a sexy allure with its black simplex knit featuring leather-like notes, the embroidery, now more minimalist and luxurious in black & gold, will perfectly suit festive occasions.

Specifics:

- A shiny silver thread illuminates the center of the star's contours.
- Superimposition of stars gives it a subtle visual effect.
- Silver sparkling jewel.

Novelties:

The design of the full cup model has been reimagined by utilizing the simplex knit, providing this already popular line with the ability to once again meet the needs of those seeking optimal support.



Photo credit AW24: Benoit FRANÇOIS
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