

24.1

lollys laundry

COPENHAGEN

VIBRANT WILDFLOWERS

Step into a world where your individual style transcends the ordinary, where each garment tells a story of inspiration and wonder. As I embarked on a peaceful countryside walk one early spring morning, a symphony of colors enveloped me, awakening my creative mind. The vibrant hues of wildflowers danced in harmony, their beauty inspiring the birth of our 24.1 collection.

In this collection, we invite you to indulge in a moment of serenity, to slow down and embrace the enchanting journey that awaits. It's a collection that effortlessly merges feel-good comfort with unexpected surprises.

Picture a sun-kissed day in the sprawling fields, adorned with nature's own artwork of blooming wildflowers.

These vivid blossoms serve as our muse, their hues translating into a kaleidoscope of shades that grace this collection. From pristine whites to vivid splashes, our color palette captures the essence of spring's joyous spirit and captivating hues.

Discover the magic in the details, where craftsmanship takes center stage. Handcrafted blouses adorned with delicate embroidery, printed linings that whisper secrets, and vibrant and playful prints that ignite a youthful spirit - all meticulously created with love. These key details infuse each piece with a touch of enchantment, ensuring that when you wear them, you carry a piece of art with you.

Within this collection, the key players that elevate your style are the summer jackets and summer knits. They become your canvas, allowing you to paint a picture of sartorial elegance with every outfit you create. These versatile garments embody the spirit of summer, effortlessly transitioning from day to night, ensuring you exude confidence and grace with every step.

Kamilla Byriel
Creative Director at lollys laundry















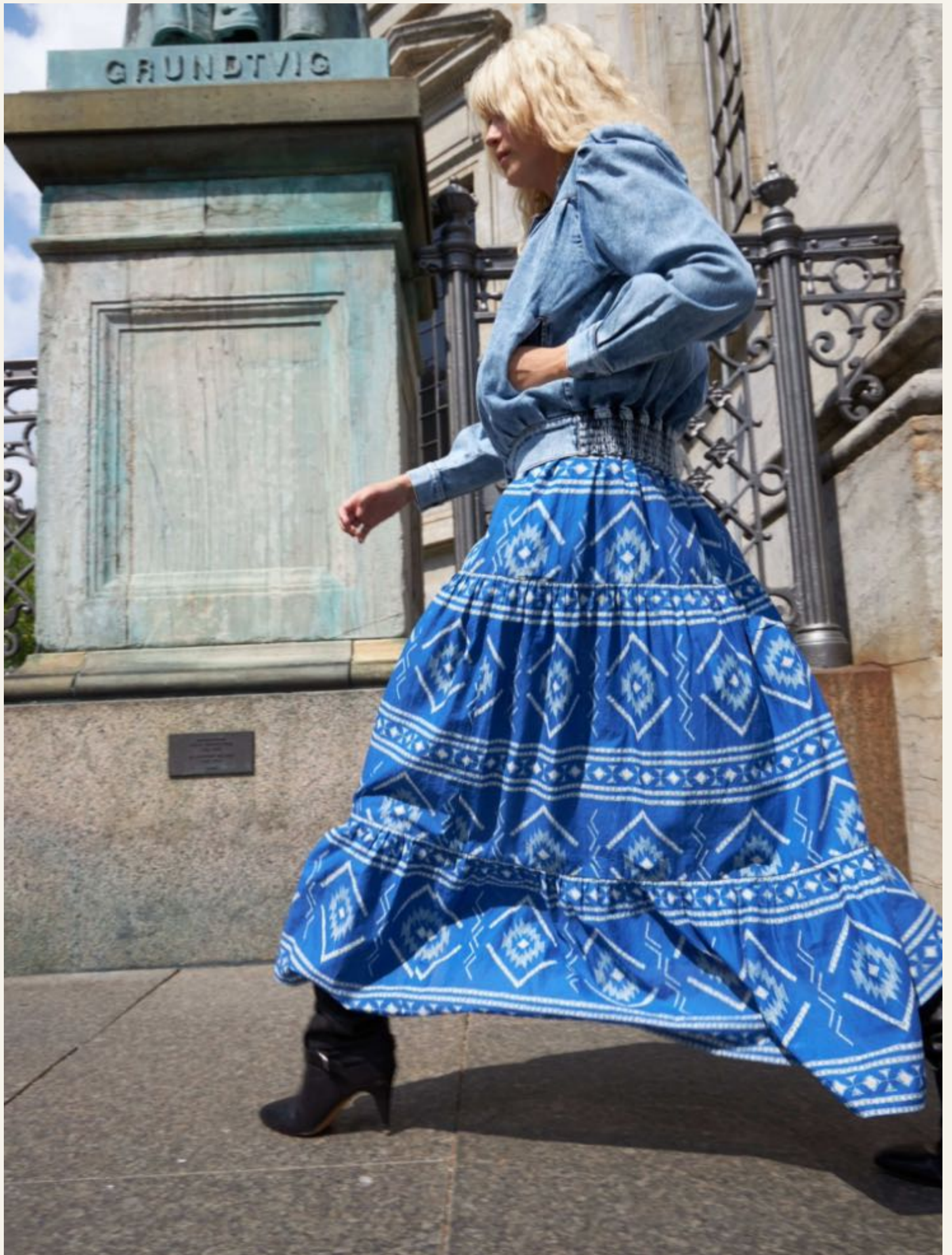
















































































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