

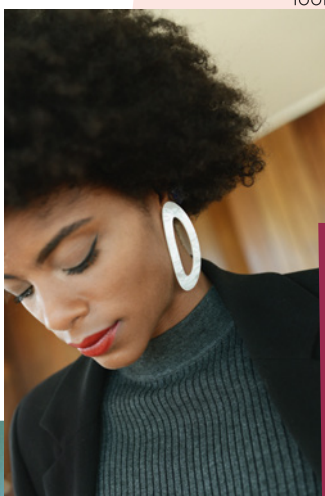
PARFOIS

LA FEMME



In the season when the brand celebrates all women, Parfois introduces a collection that aims to highlight the individuality of each one of us.

La Femme brings us a fresh and classy look, where the gray of winter is left behind. Strong and lifeful colors join together in a collection where the classic and the vintage open-up to a palette of creativity, to bring us unique and remarkable pieces. Day-to-day items surpass barriers and turn into the perfect accessories – buttons and hair claws become statements that promise to help us create the most remarkable looks of the cold season.



La Femme brings us an eclectic mix of materials and details: Nylon, plastics, wales, flowers, satin, velvet and chains that help in the construction of irreverent and super cool pieces. In handbags, the highlight goes to the prints and materials fusions, along with more graphic details such as numbers or words – “La Femme”; “Le Clutch”, “Shopper”. This collection has backpacks, shoppers, clutches and party handbags – options for every taste and situation.

The jewelry is a true revival of the 80s. The vintage large and full of details buttons, turn into earrings and rise in colorful ribbons that we can use as wristbands or chokers. The scarfs, in bandana style, also come straight from the past: prints inspired in times past with fabrics with folds in red, blue and black.

The sunglasses, garnished with golden chains that works as cords, come in two different styles, both classic: an oval shaped and a cat eye.



A plaid blazer is the star of the collection, bringing a classic side and tailoring to La Femme. We will be able to use it with jeans, when the day begs for a sporty look, or with equally classic pieces, when the moment requires it. The shoes proposal of this collection is, as it could only be, a pair of bordeaux neoprene sneakers, that won't let anyone indifferent. Once again, La Femme proves us that modern and vintage can – and must – go together.

This collection is marked by dichotomies: functional vs structured; young vs classic; sporty vs elegant. An ideal trend for women who dress for themselves and whose attitude is, in a way, indifferent to the rest of the world.

La Femme is, for all of this a complement to the individuality of every woman and the freedom to be ourselves, always.