

COMMERCE

## La Perla hire to blur boundaries as it becomes global lifestyle brand

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*Liu Wen for La Perla's Exceptional Intimacy, spring 2016*

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By STAFF REPORTS

Italian lingerie company La Perla has selected Pedro Loureno as its first creative director.

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Effective immediately, Mr. Loureno will work to turn the label into a global lifestyle brand, as it expands beyond its mainstay lingerie, lounge and swim lines. Mr. Loureno's appointment on Jan. 26 marks the first time the brand has had a "proper" creative director.

### Intimate design

The Brazilian designer's first collection for La Perla will debut in fall 2016. The collection will be presented by La Perla during Milan Fashion Week at the end of this month.

As creative director, Mr. Loureno will be responsible for designing La Perla's lingerie, sleepwear, beachwear, loungewear, accessories and men's lines. Additionally, Mr. Loureno will design La Perla's Atelier collection, shown during Paris Couture Week.

In addition, Mr. Loureno will remain as the designer of his namesake label Loureno.



*Pedro Loureno, newly-appointed creative director of La Perla*

Beyond the aforementioned creative responsibilities, Mr. Loureno is tasked with expanding La Perla's "Extended Intimacy" concept. The Extended Intimacy concept is one tactic to bring La Perla into the lifestyle brand arena as it introduces ready-to-wear pieces.

La Perla introduced the concept for spring 2016 with an advertising campaign featuring models Mariacarla Boscono, Liu Wen and Natasha Poly.

In a statement, Mr. Loureno said, "[La Perla's] founder, Ada Masotti, a visionary woman, was aware of the fact that fashion was constantly being revolutionized and lingerie had to change with it. She changed the way the world thinks of lingerie. I am amazed by the philosophy she created and I want to bring it back today."

Adding to Mr. Loureno statement, La Perla chairman Silvio Scaglia said, "La Perla, together with Pedro Loureno, will blur the boundaries between lingerie, beachwear and outerwear, extending its natural focus on sensuality, elegance and preciousness."

A number of iconic fashion houses are currently operating without creative directors, including Lanvin and Christian Dior ([see story](#)).

Most recently, after a two-year stint without a creative director, Mulberry selected Johnny Coca to fill its empty position. Mr. Coca replaced Emma Hill and took the reigns eight months after his appointment was announced.

Having prior roles at Bally and Louis Vuitton, and leather goods expertise, Mr. Coca is in charge of Mulberry's footwear, accessories and ready-to-wear collections as well as the "creative aspects of the brand's image."

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