

APPAREL AND ACCESSORIES

## La Perla liberates constraints of femininity in debut ready-to-wear campaign

November 10, 2016



*Kendall Jenner for La Perla spring/summer 2017*

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By JEN KING

Italian apparel and accessories brand La Perla is demonstrating its deep understanding of the female form as it launches its first ready-to-wear collection campaign for spring/summer 2017.

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La Perla's latest collection is the first to be designed by Julia Haart, appointed creative director in August, and is described as an interpretation of female liberation that embrace the body. As a female designer, Ms. Haart shares the values of La Perla's founder Ada Masotti who in 1954 opened a "lingerie laboratory" in Bologna to design lingerie that would make women feel sensual, beautiful and comfortable with themselves.

"La Perla's history is a huge source of inspiration," said Julia Haart, creative director at [La Perla](#). "The company was founded in 1954 by a woman, Ada Masotti.

"The fact that I am a woman designing for women is important," she said. "I understand women's needs. I think about what bothers me, and I'm trying to change that. But more than inspired, I would say I'm motivated. I want to surprise people with fashion, for them to see that exquisite, form-enhancing pieces can also be the most comfortable clothes they've ever felt."

### Female form

As La Perla's creative director Ms. Haart oversees the brand's lingerie, nightwear, beachwear, menswear and accessories lines. La Perla's first ready-to-wear collection bowed during Milan Fashion Week in September ([see story](#)).

In her design approach, Ms. Haart strives to liberate women from feeling it is necessary to make sacrifices for beauty. Ms. Haart's designs embrace the curves that are essential to a woman's identity by creating pieces that begin with an understanding of the female body and draw inspiration from La Perla's lingerie expertise.



*La Perla creative director Julia Haart*

As a result, La Perla's debut ready-to-wear collection embraces the body as if it were perfectly fitted lingerie. For comfort, Ms. Haart selected fabrics that feel as good as they look and can be worn for an assortment of occasions.

"The La Perla woman is strong and feminine. Her strength enhances her femininity," Ms. Haart said. "It does not exist only one La Perla woman, but more women who share the same experiences, lifestyle, values and live their femininity with effortless elegance. They seek and value unique, highly exclusive garments."

La Perla's liberation theme has been continued to its campaign for the spring/summer 2017 collection.

Working with American photographer Steven Klein and art director Fabien Baron, La Perla's design concept is brought to life by the inclusion of shattered glass, a bra bursting into flames and an antiquated constrictive corset, a nod to Ms. Masotti's beginnings.

La Perla lingerie, ready-to-wear and beachwear lines are featured in the spring/summer 2017 campaign to amplify the brand's position and understanding of how to enhance and celebrate the female body.

Models featured in the campaign include Kendall Jenner, Isabeli Fontana and Liu Wen. Each of the three top models cast for La Perla's campaign are paired with a visual that underlines their individual personalities.



*Isabeli Fontana for La Perla spring/summer 2017*

Ms. Jenner, for example, was personally selected by Ms. Haart, to embody the innovative path La Perla has set out on. The 21-year-old model's "contemporary charisma" works to underscore La Perla's own modernity and "self-assured elegance."

In a celebration of feminine curves, La Perla cast Ms. Fontana in her second campaign for the brand. Ms. Fontana's "Latin allure" brings the collection pieces to life.

La Perla's selection of Ms. Wen, the brand's ambassador for Asia, taps into the Chinese model's "more intense and sensual side."



*Liu Wen for La Perla spring/summer 2017*

In addition to exploring liberation through visuals and personality, La Perla's campaign imagery pays mind to the silks and exclusive fabrics of the garments as a representation of the "soul" of the ready-to-wear collection.

Expanding inward and outward

While La Perla expands into ready-to-wear, other fashion houses have scaled back the categories offered.

For example, French fashion label Jean Paul Gaultier's spring/summer 2015 runway show in September 2014 was the brand's last ready-to-wear presentation.

The brand's eponymous designer is stopping his ready-to-wear line to give more attention to his couture collection and fragrances, among other ventures. This new business plan will allow the brand to benefit from the profitable beauty line while fostering creativity in couture ([see story](#)).

But, more often than not, brands have branched into new product categories for a top-to-bottom approach.

French footwear label Christian Louboutin, for instance, ventured into the fragrance category after a successful entrance into color cosmetics.

Instead of a single fragrance to make its introduction into the perfume market, Christian Louboutin has created three scents to capture the multifaceted desires and personalities of a woman. With the fragrance trio, Christian Louboutin now offers female consumers footwear, accessories, lipstick and nail varnish, to create a head-to-toe, branded look ([see story](#)).

"La Perla's expertise in lingerie means we understand women's bodies better than anyone," Ms. Haart said. "Our preference for exquisite, exclusive materials transitions seamlessly to our expression of ready-to-wear.

"The way women feel in their clothes, the potential to make them feel amazing, that is my motivation," she said. "I look forward to bringing the house, founded by a woman, into a new era with a woman at the helm of this ship again. I, knowing women's bodies, aim to, much like Masotti, make women look and feel beautiful, powerful and comfortable in La Perla."

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