

NATAN

X

LE BON MARCHÉ RIVE GAUCHE



NATAN



BIRTHDAY COLLAB

40 YEARS X 170 YEARS



NATAN X LE BON MARCHÉ RIVE GAUCHE

Following its first invitation from the prestigious Parisian department store in the summer of 2021, the Belgian fashion house is returning for winter 2022, buoyed by the success of its outstanding inaugural edition, on the designers' floor.



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FOR THIS NEW SEASON,
the fashion house known for its innovative luxury couture has a larger space at its disposal, allowing it to develop its visual presence with increasingly accessible sophistication. The identity of this new pop-up space is sharp, stylish and contemporary. This September, Natan reveals the shapes and colours of a visual installation that blends in seamlessly with the naturalistic tones of Le Bon Marché's winter interiors, creating a chic, minimalist setting in the restrained hues so beloved of the fashion house to present volumes reinvented with knots and crosses. This autumn, male/female looks are taken to a different level by androgynous suits with ultra-flowing jackets and pleated pants. From Brussels to Paris, patterns are designed to withstand the cold, with neo-impressionist prints and big checks.

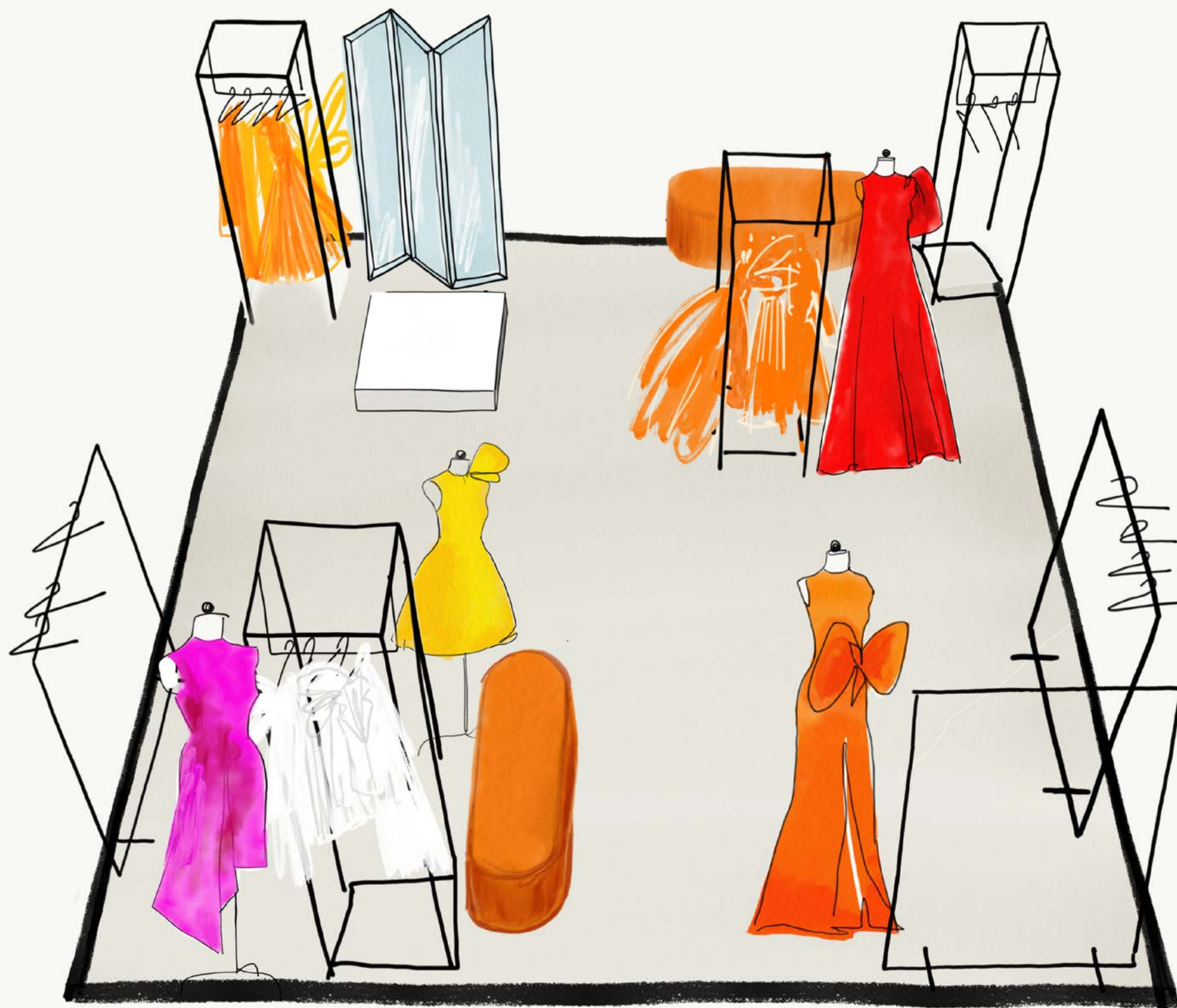




DESIGNER EDOUARD VERMEULEN HAS COME UP

with oversized sleeve effects this season, with graduated lengths and “balloon” designs tapering at the wrists. The silhouette is emphasized to create a gentle yet stronger presence. At Le Bon Marché by Natan, and everywhere else besides, the key word this winter is volume: trousers cut generously wide to ward off the chill of winter and New Look dresses with fitted waists that flatter every conceivable body shape. Vegan leather outfits bring a sensual touch to the collection, while all-denim looks offer a toned-down take on luxury with a fresh “rockmantic” allure. Timeless yet not afraid to engage with the season’s trends, the pieces that make up this new collection redefine the boundaries of looks designed to last. Natan’s international launch continues apace at the heart of an iconic department store, giving the family of luxury brands a truly global visibility.





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