

MARIE JO

—HAUTE LINGERIE—

Press release Spring/ Summer 2010

Flowers inspire summer lingerie for Marie Jo women with passion and flair

SCHELLEBELLE, DECEMBER 2009 – The floral print is one of the dominant trends in summer fashion and Marie Jo is more than happy to respond to this trend. From sweet romantic prints to elegant embroidery, flowers are the heart of Marie Jo's new lingerie collection. A refined design, high-quality materials and a luxurious finish are combined to create a fantastically feminine, chic collection.



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Rose



A sparkling set of striking floral motifs that look very refined against the skin. The combination of spicy details, like the corset feature in the plunging neckline makes the bras in this series simply irresistible.

Rose is an extensive series, comprising no fewer than five bras and five bottoms, each designed to produce its own special styling effect. There's even a romantic corsage, which is ideal for summer brides.

Available in White, Black and Laguna.

Wire bra fibrefilled and luxury string in the colour "Laguna".

Camille



Refreshing embroidery of tasteful Japanese-style flowers brings spring to life. The interplay of mat and glossy threads adds a little extra zest to the collection. Seductive, gracious, luxurious! The new Orient Blue, a trendy shade of blue, with touches of purple and denim, radiates an exotic feel combined with the colourful embroidery.

Available in Natural (off-white) and Orient Blue.

Push-up bra en luxury string in the colour "Orient Blue".

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Mira



Push-up bra and hotpants in the colour “Mare”

Mira is a fresh, colourful collection. Bras and bottoms seem to be sprinkled with tiny, multicoloured flowers. The stylish eyelet embroidery edging the lingerie produces a pleasing contrast. A flowery series that breathes romance, but still has a very modern, fresh feeling to it. Let's pay some special attention to the top as well: a floral must-have that is the perfect addition to any summer wardrobe.

Available in Mare (white with aqua blue print with fine fuchsia details) and Limoncello (soft yellow with fine Laguna details).

Fiona



Balconnet bra and luxury string in the colour “Natural”.

Spring is the season of love, so a seductive bridal series is simply essential. The elegant petal motifs embroidered on tulle give Fiona a soft, delicate character. The fine picot along the edge of the cup and the sophisticated pearl at the front really bring out the embroidery motif. Enchantingly beautiful in Natural. This series also comes in trendy, summery Retro Green, for fashionistas with a romantic spirit.

Available in Natural and Retro Green.

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A new image campaign

“YOU” by Marie Jo ... it’s all about You



Marie Jo has a new image campaign – “YOU” by Marie Jo – inspired by the Marie Jo woman: a woman that radiates love for life and always thinks positively.

‘Marie Jo lingerie is about a lot more than simply fashion,’ says Cathy de Rooij, marketing & communication manager. ‘In Marie Jo, a woman lives more, sees more, experiences more. She follows her intuition and is not afraid of living her life, with passion and flair, enthusiastically and fearlessly. She understands that perfection is not the essence; but being yourself is. Marie Jo brings a woman closer to herself: “You” by Marie Jo’.

‘In this new campaign our aim is to give Marie Jo her own voice and raise her profile as a lingerie brand in a world of women that deserve the quality and luxury Marie Jo embodies. We wanted to reflect the essence of a modern, contemporary woman in these Marie Jo pictures,’ explains Cathy de Rooij. ‘That’s why we’re working with star photographer Jan Welters. He makes very strong, beautiful portraits and has an unmistakable feel for fashion.’

The new concept is Marie Jo’s tribute to women. An exuberant celebration of all that is feminine. This is perfectly expressed in evocative black and white portraits. Honest and powerful. The spotlight is turned to her, caught in an unguarded moment.

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About Jan Welters

Photographer Jan Welters was born and raised in the Netherlands. After graduating from Sint Joost Kunstacademie in Breda, he started his career as an assistant to renowned photographers in Amsterdam and New York, where he lived until 1989. Specialising in fashion photography, Jan eventually moved to Paris in 1995, where he still lives today.

Through the years, Jan has worked for several leading magazines, including the French, German, Spanish and British edition of Vogue, the French and British edition of Elle, Glamour in Italy and many more.

Jan has photographed a wide range of celebrities, including super models Eva Herzigova and Laetitia Casta, singers Kylie Minogue, Carla Bruni and Courtney Love, and actors Monica Bellucci, Sienna Miller, Diane Kruger and Kate Bosworth.

The team:

Photography: Jan Welters

Make-up artist: Inge Grogard

Hair artist: Jonathan Connelly

About Marie Jo

Marie Jo is designed, produced and distributed by the Belgian lingerie firm Van de Velde (www.vandevelde.eu). Marie Jo caused a sensation in the lingerie world when it was first launched back in 1981 due to the originality of the designs at the time: bras and briefs in trendy fabrics and colours that fit gorgeously. Nowadays Marie Jo is an established name on the lingerie market.

Marie Jo is all about stunning, stylish designs for elegant women.

Marie Jo offers these sophisticated women wonderful collections season after season, always showing the ultimate sense of genuine luxury and quality in the smallest details. With respect for traditions, but never nostalgic. On the contrary, she is always looking for originality, facing the future with complete confidence.

Information and press contacts:

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