

MARIE JO L'AVENTURE

Press release Spring / Summer 2010

Trendy, contemporary lingerie collection under the spell of Courrèges

SCHELLEBELLE, DECEMBER 2009 – *In this new collection, Marie Jo l'Aventure pays homage to one of the key movers and shakers in modern fashion history, André Courrèges. Imprinted on the Marie Jo L'Aventure DNA this results in a collection of modern cuts with contemporary details in fab sixties colours and black and white combinations. Lingerie for modern urban women with a fondness for design – that looks fantastic and feels fantastic.*



André Courrèges was a trained engineer who worked as a pilot before turning to the world of fashion. With his revolutionary architectural style and use of new materials and colours he turned around fashion completely in the sixties. Marie Jo L'Aventure studied this trail-blazing designer's style, integrating it into an exceptional lingerie collection oozing a fresh, visual look.

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VIC



Fiberfilled wire bra and rio brief
in the colour « Charcoal »

Vic is a graphic concept with trendy, summery details. A series that does not hide its allegiance to Couture Future, André Courrèges'

ready-to-wear label, known for its simple architectural design and light, transparent fabrics.

Marie Jo L'Aventure's interpretation is a trendy series of bras and bottoms. Ruches and plain strips combined with a fine Vichy check print determine the look.

Available in two contrasting colours: Charcoal and Coral (red).

SEBASTIAN



Strapless bra and shorts in the colour "White".

Smooth bras in attractive plain colours with decorative shoulder straps. The Sebastian concept is simple and brilliant at the same time. This series promises to be a big hit this summer, because it has exactly what every woman dreams of – a bra you can wear every day that still manages to look extraordinary. The visual details on the straps – squares and circles covered with fabric – are inspired by Courrèges' handbags.

Available in White, Caribbean Blue (turquoise) and Bougainvillea (fuchsia).

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ADONIS



A modern, feminine series in which Marie Jo L'Aventure pays tribute to Courrèges' exceptional stockings, which were a major trademark of the avant-garde couturier. The Adonis lingerie looks like it is in coloured tulle, but appearances can be deceptive. In reality, it is a combination of two sophisticated prints – one with dots, one with tulle design. A little bow on bras and bottoms completes this series that fashionistas are sure to love.

Available in Mauve (lilac) and Tender Gray (soft grey).

Push-up bra and hotpants in the colour "Tender Grey

RENÉ



Fashionable, pure, minimalist. Transparent alternates with opaque. René is lingerie with a designer air and SS 2010's most luxurious series. The bras are layered with transparent tulle, which creates a special look. Marie Jo L'Aventure finishes this rather plain series with a trendy accessory: a third eye on a decorative bow.

Inspired by André Courrèges' black and white period, available in solid Natural (off-white) and Charcoal.

Torselet and hotpants in the colour "Natural".

All pictures are available for download in the press section of www.mariejo.com

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About Marie Jo l'Aventure

Marie Jo L'Aventure is designed, produced and distributed by the Belgian lingerie firm Van de Velde (www.vandavelde.eu). First created in 1997, Marie Jo L'Aventure is graphic luxury lingerie. Marie Jo L'Aventure is a collection of distinctive series with a highly recognisable styling and a timeless quality. Pure. Chic. Design.

Marie Jo L'Aventure's bras and briefs are made for dynamic, fashion-conscious urban women with a gaze firmly fixed on the future and a taste for design. Lingerie that exudes femininity, as well as dynamics, and always has that pinch of extra luxury and class.

But there's more to lingerie than the way it looks, it has to fit perfectly as well. Marie Jo L'Aventure uses materials that are comfortable and light, and pays a lot of attention to the quality of the products.

Sales information and pressinformation

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