

La DoubleJ

FALL 2024 READY-TO-WEAR

COVERAGE COLLECTION



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February 23, 2024

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La JJ Martin is in love with everything Florentine—this apparently includes a very special guy, but we can only guess, so we'll leave it at that. Florence was the cradle of the Italian Renaissance, a term that translates into 'rebirth,' an esoteric meaning that obviously isn't lost on Martin, whose creativity (and knack for business) is fueled by her intense devotion to spiritual practices.

"I've spent hours in Florentine churches, completely enthralled by their beauty," she said. She was given tours of museums and private palazzos; the usually rather snobbish Florence opened its doors to La Martin, and she reciprocated, creating a fall collection entirely inspired by the luminous pulchritude of its Renaissance. The presentation was held in an elegant Milanese palazzo, while in its courtyard a group of flag-wavers and drummers from the Tuscan city of Arezzo performed their boisterous art wearing knits and denim made by La DoubleJ. No doubt La Martin has a thing for vibrational-rising entertainment.

La DoubleJ collections are a feast for the eyes and are bona fide mood-lifting tonics that even today's pouring rain couldn't dampen. Renaissance motifs of allegories, grottesche, griffins and mythical creatures were translated into bold prints or jacquards, woven onto sumptuous silk dévoré velvets and brocades. Embellishments of pearls and crystals ornamented high-waisted damsel dresses; silhouettes spanned from the

romantic to the vampy, from the floor-skimming to the ultra-short. Always “rebirthing herself” and her exuberant fashion creature, the generous Martin offered food for the spirit, while delighting our voracious, self-indulgent closets.

COLLECTION



Look 1



Look 2



Look 3



Look 4



Look 5



Look 6



Look 7



Look 8



Look 9

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