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RUNWAY / MILAN 2024 FALL READY-TO-WEAR

La DoubleJ Fall 2024 Ready-to-Wear: Renaissance Symbols and Creativity

Choosing the Renaissance as an inspiration was a smart move, entirely in sync with founder J.J. Martin's vision for the brand and celebrating abundance and self-expression.

By **LUISA ZARGANI** 

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La DoubleJ Fall 2024 Ready-to-Wear Collection at Milan Fashion Week
COURTESY OF LA DOUBLEJ

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- For fall, J.J. Martin paid tribute to Florence, the Renaissance era, and “the power of rebirth.” Celebrating Italy’s craft and one of the country’s “most creative and innovative eras,” she didn’t hold back on rich textures and motifs, as well as intricate embroideries, while keeping her silhouettes simple.

Martin chose the ideal setting for the presentation, Milan’s 15th-century Palazzo Isimbardi, with flag twirlers in medieval costumes performing in the courtyard.

“The Uffizi [Museum] vaults and its paintings, the

emblems of the Medici family, the ‘Gryphos’ print, reimagining the legendary half-fish, half-horse hybrid were inspirations for some of the patterns,” Martin said in her signature joyful and energetic way. There were many motifs, often symbolic, such as the pomegranate that stands for fertility, she remarked, as well as romantic roses, bows, guardian angels, flowers, seashells and constellations.

“There’s opulence, with brocades and ornamentations, but I chose to balance the prints so in some looks they are not full-on and allover,” she explained, as she also offered white crisp cotton shirts and the Lacey Visconti dress in black.

Martin experimented with fabrics and techniques, as in the beautiful dresses in velvet laser-cut lace or fil coupé that vibrated with an optical effect. Choosing the Renaissance was a smart move, entirely in sync with Martin’s vision for the brand, and celebrating abundance and self-expression. She has been steadily growing La DoubleJ and it’s safe to say the collection is sure to speak to her “Sisterhood” supporters and customers surrounding her at the presentation.

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