

LO NEEL

PARIS



LOOK BOOK

2024

LO NEEL

Luxury Eco-responsible Brand presentation

Frédérique, an experienced fashion designer, and Loane her daughter, an IESEG graduate, created the premium eco-responsible and vegan brand in 2020. They offer a virtuous fashion alternative through a complete luxury wardrobe featuring bio-sourced, rare and unusual materials such as organic pineapple fiber or rose petal fiber and upcycling, Made in France. LO NEEL produces limited editions of its exclusive, high-quality range. Committed to the fight against global warming and animal abuse, L.N. was awarded the Prix Créateur in 2021 by Maison Chanel produces limited editions of its exclusive, high-quality range.. produces limited editions of its exclusive, high-quality range. Committed to the fight against global warming and animal abuse, L.N. was awarded the Prix Créateur in 2021 by Maison Chanel produces limited editions of its exclusive, high-quality range.



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MANIFESTO

LO NEEL is a French eco-friendly and vegan clothing brand founded in 2019 by a mother and daughter. It arose from the wish to provide an alternative to the highly polluting fashion industry by creating a new model more respectful of nature and beings.

LO NEEL offers a complete designer wardrobe with a poetic style and a rock touch. The clothes are made of innovative, organic, or recycled materials that are eco-friendly, sustainable, and vegan: rose petals, pineapple, soy, and mulberry fiber.

In addition to using innovative materials, LO NEEL creates its items with unique ancestral know-how. The majority of them are made by hand in ethical, transparent, and certified workshops.

LO NEEL's objective is also to ensure that all of its production conforms to the slow fashion movement, i.e. to produce in small quantities in order to reduce the brand's environmental impact as much as possible.

The brand has obtained multiple certifications for the materials used, the respect it has for the environment and animals, as well as the transparency of its manufacturing process.

LO NEEL is the story of Loane and Frédérique, two fashion and nature passionates who believe that another economic system is possible in the fashion industry.



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LO NEEL DRESSES

GOTS organic cotton, Eco Vero organic, roses fiber, soya fiber.

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UP CYCLING FIBER DRESSES MADE IN FRANCE



LO NEEL

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HAUTE COUTURE
UPCYCLING.

LO NEEL

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LO NEEL

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JACKETS & COATS

**Pineapple leaf fiber, Upcycling and organic cotton,
organic mulberry fiber.**

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ROSES FIBER.

LO NEEL

PARIS



LO NEEL

Paris



LO NEEL

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ORGANIC COTTON.



ROSES FIBER.



UPCYCLING.

LO NEEL

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LO NEEL

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HAUTE COUTURE
UPCYCLING.

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PINEAPPLE FIBER.



PINEAPPLE FIBER.

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ENGAGE & STYLISH

**HAUTE COUTURE
UPCYCLING.**

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LO NEEL

TOPS & ACCESORIES

GOTS organic cotton, Eco Vero organic, roses fiber, soya fiber.

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HAUTE COUTURE
UPCYCLING.

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ORGANIC COTTON.

PINEAPPLE FIBER.

LO NEEL

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PINEAPPLE FIBER.

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LO NEEL

Paris

SOYA FIBER.



ORGANIC COTTON.

LO NEEL

PARIS



LO NEEL

Paris

SOYA FIBER.



PINEAPPLE FIBER.



BANANA FIBER.



SOYA IBER.

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LO NEEL
Fashion show

RITZ PALACE
PARIS

VEGAN FASHION WEEK
LOS ANGELES

LO NEEL

PARIS



LO NEEL

Paris

LE RITZ PARIS



LE CHOUCHOU HOTEL PARIS



VEGAN FASHION SHOW LOS ANGELES



PINEAPPLE FIBER.

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PRESS

UNE MARQUE CRÉATEUR VEGAN ET ÉCO-RESPONSABLE AUSSI CHIC QU'ÉTHIQUE

DOSSIER DU 14/09/2020 - En partenariat avec Médias France

Lancée l'an dernier, la toute jeune marque L.N. fait le pari de réconcilier style, éthique et écoresponsabilité à travers des collections poétique-rock à l'allure bien affirmée.



L'aventure

L'histoire de L.N. c'est l'histoire d'un duo mère-fille bien décidé à bousculer les codes. Face aux nombreuses

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PRESS



LO NEEL

The brand with four adjectives

FAMILY

**Vegan and ecological, L.N. was launched by a mother and daughter,
Frédérique and Loane .**

INNOVATION

The collection explores new sustainable materials: mulberry fiber, soy, organic rose petals.

CERTIFIED

**The founders' green commitment has been endorsed by Clear Fashion, which identifies eco-responsible fashion
players.**

AWARDED

Last year, L.N. was awarded the Chanel Social Commitment Fashion 2021 Creators' Prize.

LO NEEL

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LO NEEL Paris

JAPAN PRESS

SHENKEN
MAGAZINE

が充実し
分野も目
が高い」
の構成比
多あり、
アイコン的
マキラシ
か、財布
が特徴
ブランド
の強さを
個人需要
新開張社

後と同業
商での出
品(商
品ゴルフ
ている。
聖の歴史
野三井ビ

化

パリ発ビーガンブランド「ロー・ニール」

ビーガンをコンセプトにした環境
に優しい商品のブランドのデビュー
が世界各地で自立している。10月に
米国ロサンゼルスやフランスのブ
ルガニで開催された動物保護とビーガン
がテーマのイベント「ビーガン・フ
アッションウィーク」にパリから参
加した「ロー・ニール」もその一つ
だ。

同ブランドは今年6月に設立し、
今冬物の商品でデビューした。オー
ナー兼デザイナーのフレデリック・
ミユラーさんはパリの出身。「祖母
がパリでテラーを営んでいたため
子供のころからファッションに興味
があった。ビーガンになって2年、
娘のロアンとビーガンの素材を使っ
たブランドを始めてみようと思っ

パイナップル素材のジャケット
と大豆素材のワンピース

大豆やパイナップル使って服作り
環境に優しくロックンロール&グラマー表現

LO NEEL

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Récompense

honoré par

CHANEL

Social Commitment

PRIX DE LA MARQUE
FASHION 2021



LO NEEL is the brand that reinvents and sublimes sustainable fashion.

LO NEEL designs bohemian-inspired clothing with a rock twist.

The sourcing of the most ecological and organic materials is the heart of X. As the human aspect is as important, the production workshops respect social issues and are certified by labels. Finally, no animal material and no tests are done on animals to create totally vegan clothes.

The objective of LO NEEL is to create high quality sustainable clothes in a slow fashion model to revolutionize fashion.



Clear Fashion

Clear Fashion score 89/100

7th most sustainable brand over 500 brands



Official member of Paris Good Fashion



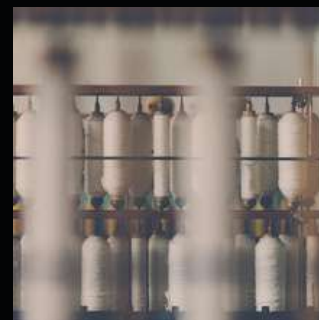
LO NEEL had the Fashion brand price 2021 from CHANEL social commitment

BEAUTIFUL & INNOVATIVE MATERIALS

The DNA of LO NEEL is to choose the most beautiful and innovative natural materials to bring to life creative and environmentally friendly clothes. The fibers used are unique, sustainable, and of exceptional quality.

Pineapple fiber is a natural and recycled material that can be used as an alternative to animal leather. It is made from pineapple leaf fibers collected in agricultural cooperatives, where waste is thus reused. This material is environmentally friendly and mimics the appearance of animal skin, bringing the iconic LO NEEL perfect to life.

Organic Rose petal fiber is an exclusive LO NEEL material made from rose waste that reproduces the touch and visual of traditional silk. The production method is similar to that of linen. It has a silky touch, and the fabric is shiny and soft, making it ideal for dresses and shirts.



BEAUTIFUL & INNOVATIVE MATERIALS

LO NEEL

LO NEEL organic soy fiber is made from soybean proteins, which have anti-bacterial and thermoregulatory properties. This fiber is known as "vegetable cashmere" because of its softness and lightness.

Upcycling is used for knitwear: balls of wool or dead stocks of fabric are saved from garbage dumps, then recycled to create new fabric. This material gives life to revisited sailors' jumpers made in Italy.

The GOTS-certified organic cotton is of high quality; a LO NEEL t-shirt weighs 225g and a sweatshirt 310g, ensuring high-quality and sustainable clothes.

Mulberry fiber is made from wild mulberry tree bark fibers and organic cotton. This innovative material absorbs moisture when the temperature is high and releases it when the weather is dry. It is a LO NEEL exclusivity in France.



LO NEEL

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PARIS GOOD FASHION & PETA BRAND CERTIFIED

LO NEEL is committed to being vegan forever and never using animal-tested products.



LO NEEL is PETA certified.

The "Peta approved Vegan" certification recognizes businesses dedicated to animal-friendly fashion.

It certifies that no animal fibers were used during the manufacturing process, ensuring animal welfare.



LO NEEL certifies its materials and production methods to be as transparent as possible to its consumers.

The city of Paris has certified as an eco-responsible fashion actor.

The brand has been selected among a hundred participants to be part of the "sustainable map" of the city of Paris. This label is a qualitative award that allows consumers to confidently discover ecological and ethical brands.



SLOW FASHION BRAND



LO NEEL, committed to slowfashion.

All of the media and green influencers have already warned you about the textile industry's scourge of the twenty-first century: fast fashion. It consists of mass-producing low-quality clothing.

The challenge for brands that follow the slow-fashion model is to produce a limited quantity of clothes and collections whose quality ensures sustainability. This is the virtuous circle in which LO NEEL participates: offering a qualitative and limited offer so that consumers buy less and better. This economic model enables the fashion industry to significantly reduce its environmental impact.

LO NEEL is a creative brand that provides its customers with a complete wardrobe. The capsules are interchangeable based on the mix-and-match principle: the first capsule's looks can be enhanced with clothes from the third capsule, and vice versa. This diverse wardrobe includes everything from glamorous rose petal dresses to rock-inspired pineapple fiber belts. Because of its limited and sustainable production, as well as its ecological, ethical, and sustainable values, LO NEEL is a major contributor to the slow fashion movement.

LO NEEL

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LINESHEET EXTRACT

ANANAS SILVER

80% Pineapple fiber
20% PLA
Handmade embroideries
Retail price : 1269 \$



HAILEY JEANS

Luxury Haute couture stock
100% upcycling cotton
+ 100% FSC viscose certified lining
Made in France
Retail price : 702 \$



ELY DRESS

100% Roses petal fiber
Ecovera™ certified
Handmade embroideries
Retail price : 460 \$



CELINE STRIPES

100% Upcycling cotton from Italy
Made in Italy
Colors : pink
Retail price: 362 \$



HOSHI INDIGO DRESS

100% Roses petal fiber
Ecovera™ certified
Handmade embroideries
Retail price : 489 \$



FRED STRIPES

100% Upcycling cotton from Italy
Made in Italy
Colors : blue, green
Retail price: 362 \$



LALY

100% viscose certified FCS
Handmade embroideries
Retail price : 419 \$



ALICE SHIRT

100% organic cotton
GOTS certified
Handmade
embroideries
Colors: green and black



Retail price: 262 \$

AVIKA DRESS

100% organic cotton GOTS certified
Handmade embroideries
Colors : snow, black & dark blue
Retail price : 326 \$



BIBI T-SHIRT

100% Organic cotton,
GOTS certified
Handmade badges
embroideries
Colors : snow, blue, olive,
black
Retail price : 156 \$



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LUXURY ECO-RESPONSIBLE LO NEEL

Passionate about her travels, Frédérique , the co-founder of LO NEEL, was inspired by their traditions and know-how in creating exclusive patterns and embroideries in India that can be found on the clothes.

The rock side? Loane, the second co-founder of LO NEEL, has added her offbeat touch. As a fan of rock culture, she brings the brand's crazy side with touches of silver and deconstructed cuts.

This mix of styles always brings LO NEEL back to its muse Alexandra David Neel, the Parisian adventurer who inspired the designers.

LO NEEL's history and inspirations define its bohemian luxury chic, poetic, and rock style.



LO NEEL

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LUXURY ECO-RESPONSIBLE LO NEEL NEW MADE IN FRANCE COLLECTION



LOANE DRESS & LUCIE JACKET



LOANE DRESS



LOANE DRESS & LUCIE JACKET
LEA DRESS & HAILEY JACKET

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