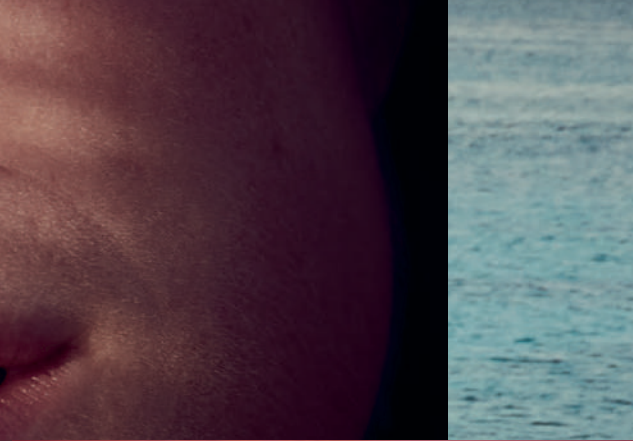


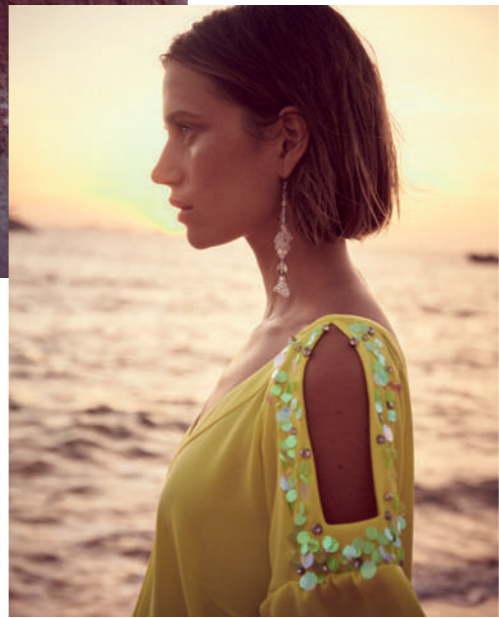
#laurellovers



# Laurèl

Spring / Summer 2020

# WHERE THE STARS CAN KISS THE OCEAN



EASY AND EFFORTLESS.

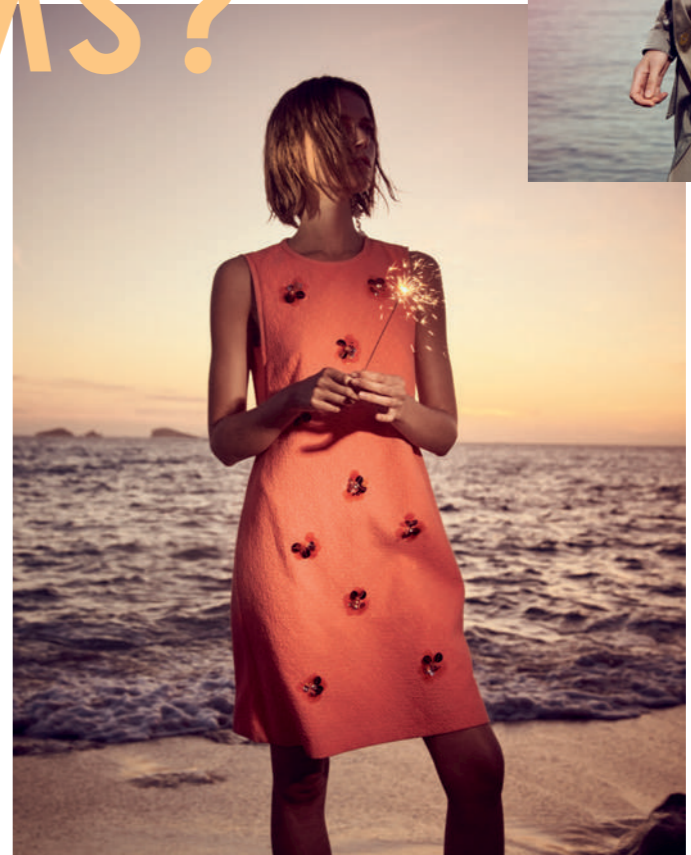
THE LAURÈL SPRING/SUMMER 2020 COLLECTION EMBRACES THE POWER OF DREAMS AND PASSIONS TO CREATE FASHION IN WHICH EVERY WOMAN CAN SIMPLY BE HERSELF AND ALLOW HER PERSONAL STYLE TO TELL A VERY SPECIAL STORY.

## WHAT ARE YOUR DREAMS?



WHAT ARE YOUR PASSIONS?

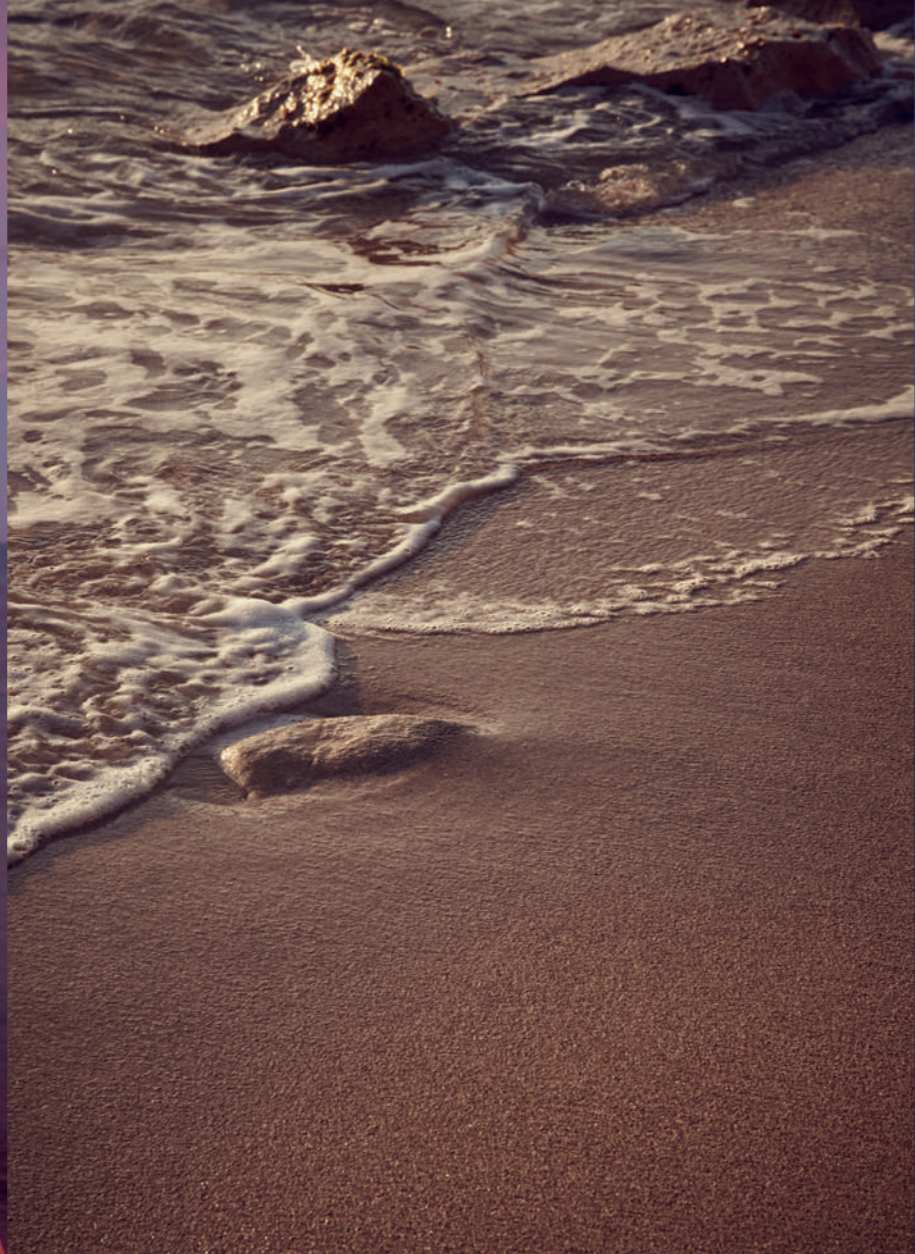
IS IT THE SOUND OF THE SEA, OR IS THE GLOWING COLOR OF THE SUNSET? LET'S DIVE IN THE DEEP BLUE WATER, FEEL THE SPARKLE, FEEL THE LIGHTNESS, WHEN THE STARS KISS THE OCEAN.































T H E  
**WHITE  
 CUBE**  
 A R T  
 PROJECT



Are you ready for breathtaking women and stunning looks? Turn the booklet and enjoy the whole story...

The project contains products from collections:  
 Fall/Winter 2019  
 Spring/Summer 2020

If you think you can't live without a piece, feel free to text us via [love@laurel.de](mailto:love@laurel.de)

Campaign Spring/Summer 2020 Collection -  
 Item Numbers:

Cover Top	Dress	11033-240
Middle	Blazer	61003-590
Bottom	Trousers	81001-590
	Coat	91007-830
	Trousers	81013-4230
Intro	Top Left	Pulllover 41039-900
	Skirt	71006-4830
	Bag	1013-900
	Dress	11033-240
	Dress	11001-340
	Dress	11050-530
	Coat	91007-830
	Pulllover	41011-900
	Trousers	81013-4230
01	Left	Blouse 51016-790
	Trousers	81014-790
	Pulllover	21009-900
02	Dress	11001-340
03	Left	Dress 11033-240
	Blouse	51004-4590
	Skirt	71007-4590
04	Coat	91002-550
	Blouse	51022-550
	Trousers	81007-550
05	Dress	11001-340
06	Blazer	61003-590
	Trousers	81001-590
07	Blouse	51016-790
	Trousers	81014-790
08	Dress	11005-4900
09	Blouse	51040-4490
	Skirt	71051-4490
10	Left	Coat 91010-900
	Pulllover	21009-900
	Skirt	71002-900
	Coat	91004-830
	Right	Pulllover 41011-900
	Trousers	81013-4230
11	Dress	11029-330
12	Dress	11009-900
13	Blazer	61024-490
	T-Shirt	41038-100
	Trousers	81057-490





**ALICE** IS AN ACTRESS WITH A VERY STRONG ATTITUDE. YOU WILL NEVER FORGET HER EYES – DEEP LIKE THE OCEAN. EVER SINCE HER FIRST ROLE AS A CHILD, SHE WANTED TO BE AN ACTRESS – AND MADE HER DREAM COME TRUE. AS A GERMAN WHOSE MOTHER IS FROM NEW ZEALAND, SHE GREW UP BILINGUAL AND WENT TO SCHOOL THERE, AN EXPERIENCE SHE NEVER WANTS TO MISS. WE SPOKE WITH HER ABOUT IDENTITY, NATURE, CHAOS AND CATS.



**CHRISTINA** IS RUNNING HER OWN BRAND MARKETING AGENCY. SHE IS PASSIONATE ABOUT STORYTELLING, FOOD AND THE PROTECTION OF NATURE. BEING PHOTOGRAPHED IN THE WHITE CUBE, SHE TRULY FELT PRESENT WITH ALL HER SENSES "NO PAST. NO FUTURE. JUST NOW. JUST ME".



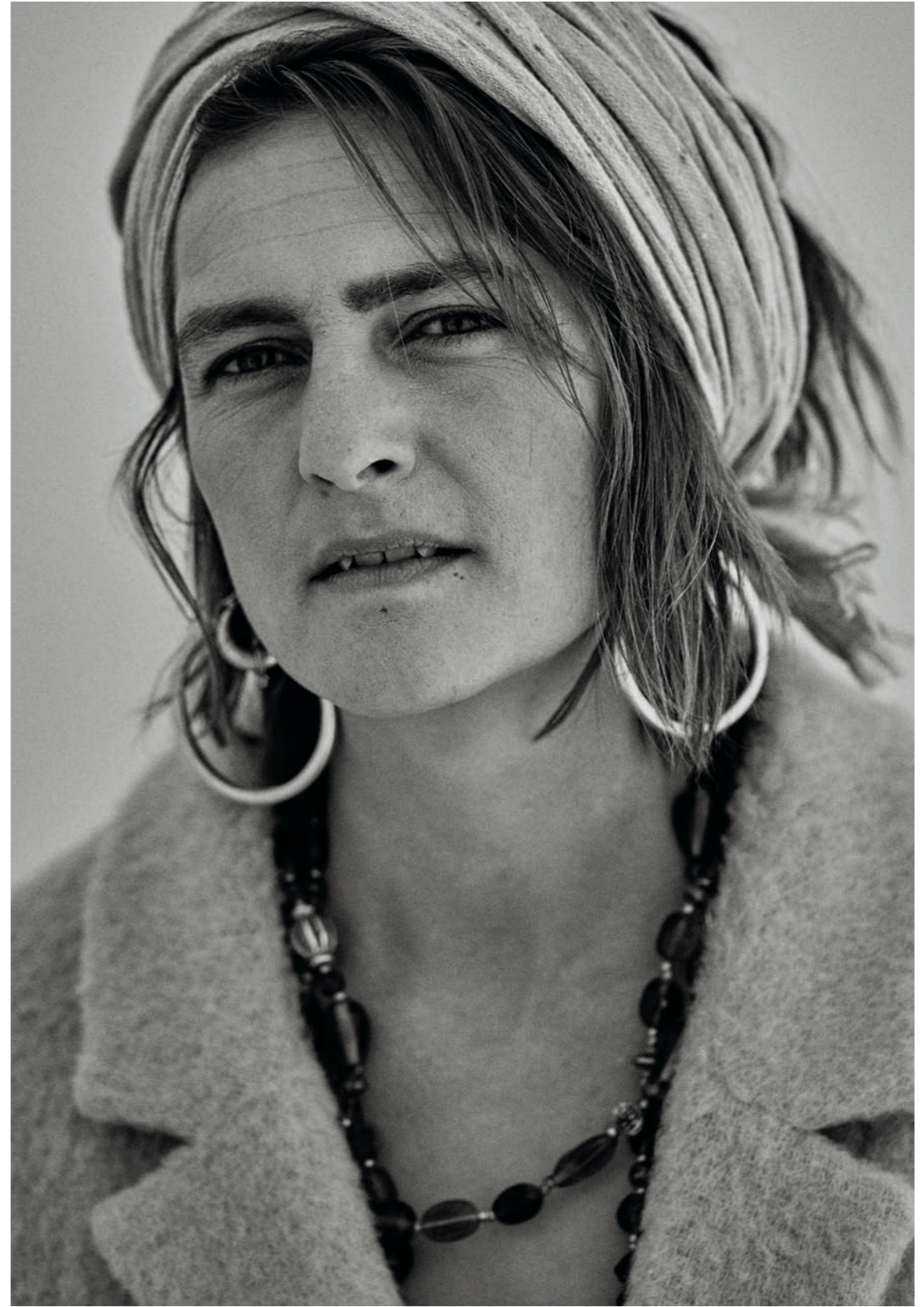
**SARA** WAS BORN IN TEHRAN AND CAME TO GERMANY WITH HER PARENTS AGED TWO. SHE SPEAKS FIVE LANGUAGES, FOUNDED A NEW MEDIA PUBLISHING HOUSE WITH HER PARTNER AND BELIEVES THAT FEMALE INFLUENCE IN ART CAN ONLY GROW STRONGER THROUGH WOMEN WHO BUY FEMALE ART.



**BIRGIT** LIVES IN BERLIN WITH HER FAMILY AND WORKS AS CREATIVE DIRECTOR AND FILM DIRECTOR. SHE BROUGHT THE GLOBAL NETWORK HER TO GERMANY, BECAUSE SHE WANTED TO CONNECT WOMEN WHO VALUE AUTHENTICITY, EMPATHY AND GENUINE CONNECTION. SHE'S A TRUE BELIEVER THAT WOMEN WILL PAVE THE WAY FOR OTHER WOMEN.



**EMMA** IS A TRUE NOMAD WHO DESCRIBES HERSELF AS "WILD AND RAW". HER MOTTO IS "DON'T THINK, JUMP". SHE IS A PHOTOGRAPHER AND COACH, HOLDING MINDSET WORKSHOPS FOR CREATIVES IN UNUSUAL LOCATIONS LIKE THE DESERT.





**MERYANNE** IS A CREATIVE FREE SPIRIT THAT BUBBLES OVER WITH CHARISMA. ORIGINALLY A LAWYER IN PARIS, SHE FELL IN LOVE WITH MARRAKECH, STAYED THERE AND BECAME AN INTERIOR DESIGNER AND HOTELIER. IN 2011 SHE OPENED JNANE TAMSNA, AN OVERWHELMING PLACE OF INSPIRATION AND STYLE IN THE PALMERIE THAT MAKES HER GUESTS FEEL MORE THAN AT HOME.





**ANDREA** IS A SOCIAL ENTREPRENEUR FROM GERMANY WHO LIVES BETWEEN MARRAKECH AND BERLIN AND WHO COMBINES TRADITION AND MODERNITY WITH HER PROJECTS TO SUPPORT CRAFTSMANSHIP. BRINGING TOGETHER LOCAL CRAFTSMAN AND INTERNATIONAL BUSINESS SHE CREATES JOBS, ESPECIALLY FOR WOMEN. SHE'S A CAREFUL LISTENER AND JUST GOES FOR WHAT SHE BELIEVES IN.



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"The White Cube Art Project" is a collaboration with photographer Mike Meyer. The idea is to send an oversized cube all over the world, from Marrakech to New York, Hawaii and the North Pole, as a meeting-point for exceptional and inspiring women to tell their stories in front of the camera.

With #thewhitecubeartproject, Laurèl embraces the standout topic of Female Empowerment under the hashtag #herstory.

We want to introduce you to individuals that affected us, their rough edges, dreams and passions. Turn the spotlight on women that think outside the box, have a mind of their own and motivate others as sources of inspiration. We want to move and touch you with their stories.

In the course of the continuous art project, all these women will be brought together globally under the hashtag #cometothetown. On our first stops of "The White Cube Art Project" in Marrakech and Berlin, we've already met wonderful characters that we would love to present you in the following. Enjoy their stories also on our blog.laurel.de.

ART PROJECT



T H E  
W H I T E  
C U B E  
A R T  
P R O J E C T



laurellovers Laurèl

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