



Lucy Jones.

Lucy Jones Lingerie - Press Release - Timeless and Forever



A Poem for the collection

*I design for a woman of no particular age
She is youthful, not necessarily in years
but always in attitude.
She is experienced and grounded,
she is wise and strong,
sometimes playful,
interested in design and
all that it encompasses.
She is observant and curious,
attracted to fine details,
not much eludes her.
She is thoughtful – a citizen of
the world – aware and concerned
for the future of Earth.
Our oceans are deep,
her heart is deeper.*

- Lucy Jones

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Introduction

Lucy Jones Lingerie is a design-led, luxury brand, which excludes edging lace but exudes glamour and sophistication through unique cutting, delicately embroidered edges, tiny bows and fine rouleaux. Our main studio is based in East London, with additional production in Somerset, the heart of the English countryside. Our aim is to be as sustainable as possible, and part of this is our slow and thoughtful approach. Everything is made to order, by hand. We work with our clients and customers from the very start, to achieve realistic and manageable lead times. Whether we are dealing with individual online customers, or retail clients all our lingerie is made with the love and care that you would expect from a brand producing highly individual and timeless pieces.



Heritage brand

First launched in 1980 Lucy Jones lingerie was stocked by all the best department stores in London and boutiques across the UK. It was captured constantly by the media, which heralded Lucy Jones as being the 'best and brightest' lingerie design label around. A busy decade followed selling to Harrods and Harvey Nichols, Fenwick's of Bond Street, Rigby and Peller, and specialist boutiques internationally.

After nearly three decades building a career in fashion education, Lucy relaunched the lingerie brand, using the rich archive of timeless designs, updating where necessary, and adding a little 21st century newness.



Collection: Lingerie to Love – Timeless and Forever

The timeless pieces once more feature bias cutting, delicate embroidered edges, fine details in beautiful silk fabrics. Since the new launch in 2019, the iconic Skater Dress body suit - first launched in 1981 - has again caused waves amongst buyers, photographers, and influencers, while Bralettes, French Knickers, Slips, Pyjamas and Kimono robes with decadent sashes are set to awake the senses of loyal 80's customers, along with a new generation of followers.

Fully transactional Online Store and Studio
www.lucyjoneslingerie/store

To launch our new on line store we hand-picked four of our most iconic designs: The super sexy Skater dress bodysuit, the gently feminine Peti-slip with side ties, a charming soft Bralette, and beautifully refined French Knickers, and we have added a must-have accessory, the Sleep/Eye mask making a great addition to the intimates offering.

Timeless and Forever 100% silk satin colours:
– Myrtle, Ivory, Ebony Black, Gold.

Additional colours prints and vignettes will be added in line with holidays and seasonal changes.

The full range of Timeless and Forever lingerie and loungewear - as seen in the Look Book on our website, is available made to order via
www.lucyjoneslingerie.com/studio.

Embracing size

Our lingerie sizing starts from XS and expands accordingly to XL. Bias cutting helps the fit to be fluid and comfortable. Our Pyjamas and Kimono dressing gowns are generous oversized garments embracing a range of sizes shapes and identities.

Studio / Bespoke

We appreciate that we are not all made the same, so in addition to our standard sizes, we offer a bespoke service. Video consultations with Lucy can be made by request. Please contact for details.

We look forward to welcoming you to our world.

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www.lucyjoneslingerie.com

SM channels:

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Facebook Business Page: <https://www.facebook.com/lucyjoneslinge/>

All photography in this press release taken by Paola Leonardi.

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