

A NEW PAGE IN THE HISTORY OF HERVE L LEROUX

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Designed by Jocelyne Caudroy, the maison Hervé L. Leroux's new artistic director, the 2020 fall/winter Atelier collection celebrates timeless elegance, combining new ultra-feminine silhouettes with the famous Hervé L. Leroux draped dresses.

It comprises approximately twenty models - dresses, skirts and tops - in a palette of Hervé L. Leroux's emblematic colors inspired by precious stones: rubies, sapphires amethysts ... contrasting with deep black.

Another new feature is the creation of a small "Voyage" line, ideal for "chic and casual" trips.

Each piece of the collection is made in France, carrying on the tradition of combining exceptional techniques and savoir-faire with the sole objective of making seamless garments.

The maison Hervé L. Leroux was founded in 2000 by Hervé Léger Leroux and Jocelyne Caudroy, who had worked alongside the couturier since the creation in 1985 of his eponymous Hervé Léger brand.

It was quickly recognized and acclaimed for its glamorous and sophisticated dresses, combining a unique sense of elegance and style with the very best of French savoir-faire. The collections were sold throughout a prestigious and selective distribution network around the world, while the fashion house also created couture garments for a private clientele.

Upon Leroux's demise in 2017, Jocelyne Caudroy decided to write a new chapter in the history of the Fashion House.

"There was no doubt in my mind that I should continue Hervé's work with the same passion. What I'm doing today is a natural extension of all those years spent working with him. While, of course, his iconic dresses have been re-edited, new models have also been created : those he didn't have time to produce," says the brand's co-founder and new artistic director.

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