











LOULOU DAMOUR is a lifestyle brand with timeless pieces that combines fashion with function. Incorporating organic and recyclable materials to the collection, LOULOU DAMOUR captures the essence of French chic. In French "Mon loulou d'amour" refers to someone very dear to your heart. Your "loulou" can be your support system, your muse, or someone who inspires you to push past limitations and follow your passion.

Zee Field, the founder of LOULOU DAMOUR, immigrated from France to Canada when she was 20 years old. She spent twenty-seven years crafting her trade in apparel design and production. In 2009, she immigrated to the US where she started her own product development and production company for private label brands in the US market. In 2017, Zee decided that it was time to go back to her French roots and create her own brand, LOULOU DAMOUR. The brand started as a fragrance that she developed at the world famous Galimard Parfum in Grasse France, and rapidly developed into a woman's lifestyle collection.

The colors and prints of the collections as well as the fragrance are inspired by the elements in nature. Her artistic tendencies and fashion skills began to blossom long before immigrating to Canada in her twenties where she sang at French cabarets. She developed sewing skills passed on from her three older sisters and mom making clothing for her family of nine, of whom she was the youngest. While in grade school when most children would pass notes in class, she would sketch dress designs.

Zee's experience as a designer is unique as she has personally worked in every step in the process of production and design including working closely with brands and buyers, developing original fashion concepts and technical designs, as well as working in the factories. These experiences have been invaluable to the creation of LOULOU DAMOUR's comfort and construction. The intent of the LOULOU DAMOUR brand is to instill feelings of freedom, security, love, and joy as your muse would. •







DOUBLE KNIT JACQUARD SHORT SLV CREW STYLE: LES OISEAUX

CONTENT: 6% WOOL 54% POLYESTER 20% ACRYLIC 20% NYLON: 14GG

COLOR: DUST BLUE, NUTRIA, METHYL BLUE,

MISTED YELLOW, BRIGHT WHITE







CUFFED LOW WAIST TROUSER

STYLE: ZEE

CONTENT: 35% WOOL 55% POLYESTER

10% OTHERS, 350GSM

COLOR: BLACK/WHITE MELANGE MEDIUM GREY







LANDSCAPE DOUBLE KNIT JACQUARD CARDIGAN STYLE: CEZANNE

CONTENT: 6% WOOL 20% NYLON 30% ACRYLIC 44% POLYESTER, 12GG

COLOR: DUST BLUE, FOREST GREEN AND STONE







LOW PLEATS SKIRT STYLE: SHERRY

CONTENT: 100% POLYESTER

LINING: ANTI STATIC 100% POLYESTER

COLOR: BLACK







PLEATED FUNNEL NECK TOP STYLE: JOJO'S VERSATILE

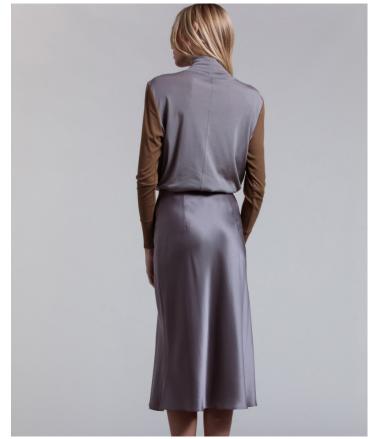
CONTENT: 11% CASHMERE 83 % TENCEL 6% SPANDEX COMBO: 36% ACETATE 27% VISCOSE 10% SPANDEX, KNIT

COLOR: MOYEN SILVER

COMBO: NUTRIA







PULL ON BIAIS SKIRT STYLE: SHAINA

CONTENT: 100% WASHABLE SILK

COLOR: MOYEN SILVER







LOW WAISTED A-LINE SKIRT

STYLE: LEAH

CONTENT: 35% WOOL 55% POLYESTER 10% OTHERS,

350GSM

COLOR: BLACK/WHITE MELANGE MEDIUM GREY







PLEATED KIMONO SHIRT

STYLE: ALANA

CONTENT: 30% TENCEL 70% RAYON

COLOR: MISTED YELLOW







REVERSIBLE SUEDED JACKET

STYLE: CHRISTIE CONTENT: 100% WOOL FAUX FUR,

SUEDED POLYESTER COLOR: NATURAL







REVERSIBLE WOOL SHERPA JACKET

STYLE: NO CAGE

CONTENT: 100% POLYESTER COLOR: NO CAGE PLAID



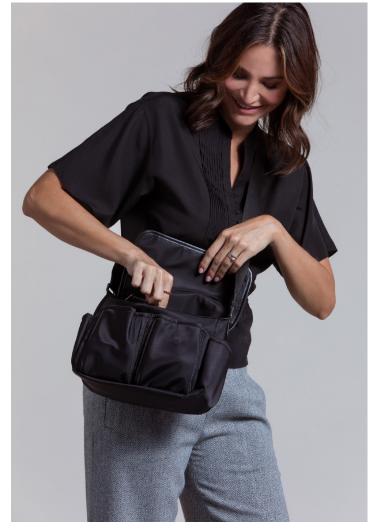


SQUARE SCARF 37*37" STYLE: FINCHES

CONTENT: 100% HERRINGBONE WOOL

COLOR: DUST BLUE, NUTRIA, METHYL BLUE, MISTED YELLOW, BRIGHT WHITE PRINT





POSTMAN BAG STYLE: SERGE

CONTENT: 100% NYLON TRIMS: GENUINE LEATHER

LINING: 65% POLYESTER 35% COTTON

COLOR: BLACK

WALLET STYLE: GIL

CONTENT: GENUINE LEATHER

LINING: 65% POLYESTER 35% COTTON

COLOR: BLACK

