

LA
FUORI

The logo consists of the letters 'LA' stacked above 'FUORI'. The 'L' and 'A' are large, serif characters. A small, stylized figure of a person is positioned between the 'L' and 'A', appearing to be on a horizontal line that extends from the 'L'. A bird is perched on the top right of the 'A'. The 'O' in 'FUORI' is replaced by a decorative, cross-shaped symbol with a small diamond in the center.

STORIES OF SAPA

CAMPAGN 2020

Stories of Sapa

A vast sprawling delta through which the Mekong River makes its last push meeting the South China Sea, amidst lush maze of languid waterways and mangrove forests, Stories of Sapa flocks around atmospheric floating markets, colorful boats bathed in early morning light, to the mystical night trails along the island.

Là Fuori's next journey makes you fall in love with Vietnam's rocky mountain ranges, verdant fields and never-ending rice paddies.

The gleaming skyscrapers of the country's booming cities have a singular kind of beauty, but it's the natural landscape that is truly breath-taking. Picture rice terraces carved into steep hillsides, market days that are a riot of color, limestone peaks jutting out from azure waters and white-sand beaches stretching for miles.

With the combination of crimson hues and botanical floral, this collection is heavily beautified by handloomed exquisite silk threads, weaved to perfection. Stealing hearts with its subtle embroidery and elegant floral prints, inspired by fresh blossoms and green terraces. Stunning inflorescence of squash, daylilies, white 'so dua' flowers, lotus stems and yellow velvet leaf buds being the core of inspiration. A collection filled with modern and eclectic silhouettes in a vivid color palette. Think modern cuts, sharp coordinated sets with painted hues of summer fog blues, mighty mauves, deep greens and spicy mustards, the fuchsia pinks and fiery reds putting an inventive spin to your closet.

From tailored hand woven jackets to edgy pants and monotone flounced dresses, the collection is dainty and eccentric, celebrating the creative needs and expressions of the women who wear it. The uniqueness of the designs comes from the continuous apprehension of traditional craftsmanship by the women artisans of Vietnam into modern contemporary ensembles. Innovative design presented with an artful conception of floral beautification and symmetric hexagonal construction, blends the ancient art of hand weaving with an eclectic vision, to present the designer's vision inspired from Vietnamese roots.

The entire collection is creatively hand engineered by tribal women artisans living in the forests of Sapa. Curate from scratch, the local silk is hand manufactured and laced into intricate motifs and fabrics. True believers of sustainability and hand crafted looms, these tribes stimulated our horizons.

Venturing further into eco textiles, this collection features rich bamboo textiles and extravagant luxury regional silks.

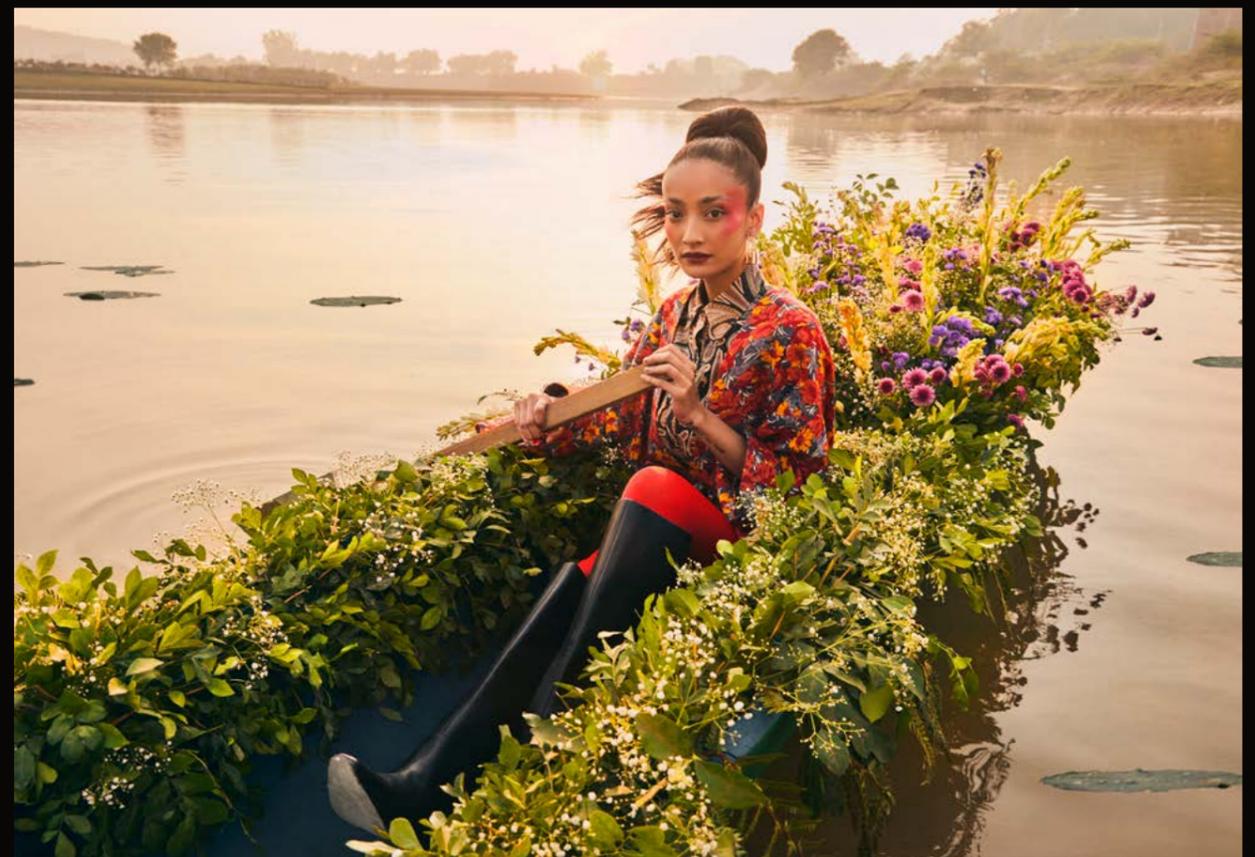
Stories of Sapa exudes the young and vivacious vibe, carved with artisanal values. Quirky, playful, vivid and mystical, as we divulge our upcoming globetrotting experiences with you.

Là Fuori presents - Stories of Sapa



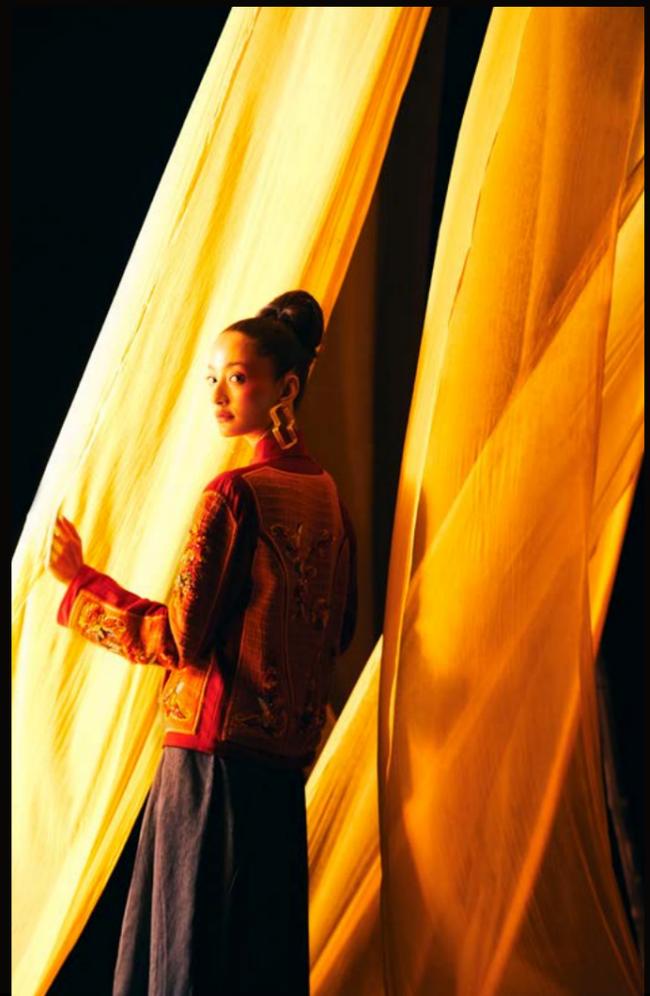
































“ True believers of sustainability and hand crafted looms, it exudes a young and vivacious vibe, carved with artisanal values. The collection is dainty and eccentric, celebrating the creativity and vivacious expressions of womanhood. ”