



lala Berlin Brand History

lala Berlin is a phenomenon. Hardly any other fashion label has succeeded in conveying the spirit of the German capital to the world in such an authentic way. The creative mastermind behind lala Berlin is Leyla Piedayesh. Time and time again she manages to reflect fleeting anarchic big-city chic in fresh new ways with her unconventional yet elegantly feminine collections. From an international perspective, the label very much epitomises the Berlin metropolis.

Back in 2010 the influential British fashion critic Suzy Menkes confessed: "I like lala Berlin!"

Leyla Piedayesh was born in Tehran in 1970. After studying business administration, she first came into contact with fashion professionally as editor of the "Designerama" television format at MTV Berlin. In 2003 she began exploring her own design talent by making her own knitted accessories. Her celebrated debut collection was launched in 2004 at the fashion tradeshow Premium in Berlin. The concept of a symbiosis of urban cool and elegant chic based on high quality knitwear really took off. lala Berlin was born.

Lauded by the media, the first real highlight was Piedayesh's S/S 2007 collection. At Mercedes Benz Fashion Week lala Berlin presented itself for the first time as a multifaceted label that stands out from the crowd with its novel use of natural yarns and innovative material combinations. This resulted in a nomination for the New Faces Award. Since then lala Berlin has not just been about knitwear, but more about a stance that sums up Berlin's big-city, bohème and avant-garde style and conveys it to the rest of the world.

lala Berlin's irrefutable cult status can be attributed to the label's eagerness to experiment with imaginative accessories, vibrant patterns and striking prints.

lala Berlin fashion is unmistakable in its cool femininity, whilst being absolutely wearable, which is why it is so highly coveted – by individualists as well as international personalities from the worlds of music, fashion and film. Fans of lala Berlin include Cameron Diaz, Heidi Klum, Clémence Poésy, Jessica Alba, Heike Makatsch, Hannah Herzsprung, Nina Hoss and the top models Caroline Brasch-Nielsen, Nadja Bender, Saskia de Brauw, Claudia Schiffer and Caroline de Maigret.

From a business point of view, within eight years, Leyla Piedayesh's solo project has taken off to become a company with 30 employees that has been able to increase its order volume by 25 percent every season. lala Berlin designs are sold in 150 leading premium fashion stores worldwide: including KaDeWe in Berlin, Petra Teufel and Anita Hass in Hamburg, Apropos in Cologne, Jades in Düsseldorf, Off & Co and Stylebop in Munich, Abseits in Stuttgart, Karin Winther in Charlottenlund, Fidelio in Zurich, Utzon and FF2 in Aarhus, Strom Store in Hellerup, Eenes in Antwerp, You are here in Eindhoven, L66 in Beirut and Husk in Melbourne. In addition to its own stores in Berlin and in Copenhagen, lala Berlin is also available in their online store at www.lalaberlin.com. In 2014 lala Berlin opened its grand flagship store with a broader product portfolio in the Berlin Mitte district.

www.lalaberlin.com

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