

## LA PEARLIN By Pegah hosted the official London Fashion Week party SS22

LA PEARLIN By Pegah season-less collection Sep 21 at london fashion Week Embracing glamour With rich textures, bright colours and glorious feathers



Designer Pegah Pourmand in LA PEARLIN By Pegah Closing Event LFW 21

Inspiration is all around us but Dynasty glamour inspiration is definitely behind this collection . The 80's power dressing , Some good 80's fashion moment here



Dynasty TV Series in 80's

**Pegah Pourmand** said *"Feathers is the ultimate glamorous adornment to wear since 16th century , classic and luxuriously soft ostrich feather is a vision of feminine and magnified the sense of luxury in the collections."*



LA PEARLIN By Pegah Season-less Collection in London Fashion 21

***She quoted:*** *I've been influenced from lockdown covid life ,when the world was on hold and life almost lost meaning. The world after covid means freedom ,Celebration of playful colours and decadent boldness. While Every wardrobe choice should be an adventure, we still have modern Elegant ultra chic pieces like the blazer set for strong successful woman that she call it wardrobe*

*magic . The colour palette to her spring summer mood-board is delectable and delicious. Different shades of pink from bubble gum to light baby pink ,ultra feminine ,the girly trend with romantic feel that makes it really wearable for everyday ,summer light chic.'*



Designer Pegah Pourmand with Nes Welson in her LA PEARLIN Party in London fashion Week

**She** believes calming nature of Pastels are certainly optimistic soft and comforting sweetest shades of blue , pink ,lilac and buttermilk yellow brings a sense of nostalgia to our childhood along with it, pure gentle and soothing feeling .



The Mermaid Set design in LA PEARIN by Pegah closing Event London Fashion Week 21

Pastel and delicate soft pink with pearl and bow details that balances the colour scheme and adds sweet and romantic energy.

Her season less collection included her take on feathered gown with feathered gloves inspired by iconic 80's fashion and ladies of the 80's .

**Designer** believes her season-less collection is wearable and really dreamy like the mermaid dress with shiny sea stars



Designer Pegah Pourmand with her Partner Parviz Alaei