

# *Perte d'ego*

**PERTE D'EGO PRE FALL 2025| LONDON FASHION WEEK**

*“Promises in Paradise”*

Perte D'ego a luxury brand based in New Delhi, India. We focus on creating unique, one-of-a-kind pieces in a sustainable and ethical way. Each piece is hand made in our studio in limited quantities. Preserving and promoting traditional artisan techniques such as hand dyeing, cutwork, appliqué and hand embroideries has been one of our key motives since the beginning and are prevalent in all our pieces.

Our unique pieces have been featured in all leading fashion and media publications in the world- Vogue, GQ, Popsugar, Forbes, Grazia etc.

## *Collection Statement*

Perte D'ego presents *“Promises in Paradise”*; Pre-Fall 2025 menswear collection.

Continuing with our passion for exploring and pushing menswear forward, each piece from the collection is meticulously hand crafted in our studio.

A strong focus has been put on traditional hand embroidery and craftsmanship techniques which needs preservation and promotion. Each piece is meticulously handcrafted in our studio.

We would like to thank the entire team of London Fashion Week, the British Fashion Council, our customers and everyone who we've met on this journey for believing in us and giving us this opportunity to present our work at one of the biggest platforms in the world.

Hope you enjoy our work.

Warm regards,

Team Perte D'ego

For further information-

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