

LO NEEL

2023

LO NEEL

PARIS





POETIC.

ROCK.

VEGAN.

ACT FOR CHANGE

ACT WITH STYLE

BE LO NEEL

LO NEEL

PARIS



MANIFESTO

LO NEEL is a French eco-friendly and vegan clothing brand founded in 2019 by a mother and daughter. It arose from the wish to provide an alternative to the highly polluting fashion industry by creating a new model more respectful of nature and beings.

LO NEEL offers a complete designer wardrobe with a poetic style and a rock touch. The clothes are made of innovative, organic, or recycled materials that are eco-friendly, sustainable, and vegan: rose petals, pineapple, soy, and mulberry fiber.

In addition to using innovative materials, LO NEEL creates its items with unique ancestral know-how. The majority of them are made by hand in ethical, transparent, and certified workshops.

LO NEEL's objective is also to ensure that all of its production conforms to the slow fashion movement, i.e. to produce in small quantities in order to reduce the brand's environmental impact as much as possible.

The brand has obtained multiple certifications for the materials used, the respect it has for the environment and animals, as well as the transparency of its manufacturing process.

LO NEEL is the story of Loane and Frédérique, two fashion and nature passionates who believe that another economic system is possible in the fashion industry.

A woman with dark hair and sunglasses on her head is posing against a wall with a large mural. She is wearing a silver, multi-strapped corset and a black skirt. Her right arm is raised, resting on a dark metal post. The background features a mural with dark, wavy lines and a purple section.

LO NEEL
is

**ECO-RESPONSIBLE
& INNOVATIVE**

The DNA of LO NEEL is to choose the most beautiful and innovative natural materials to bring to life creative and environmentally friendly clothes. The fibers used are unique, sustainable, and of exceptional quality.

Piñatex pineapple fiber is a natural and recycled material that can be used as an alternative to animal leather. It is made from pineapple leaf fibers collected in agricultural cooperatives, where waste is thus reused. This material is environmentally friendly and mimics the appearance of animal skin, bringing the iconic LO NEEL perfecto to life.

Rose petal fiber is an exclusive LO NEEL material made from rose waste that reproduces the touch and visual of traditional silk. The production method is similar to that of linen. It has a silky touch, and the fabric is shiny and soft, making it ideal for dresses and shirts.

Polyester is made from recycled plastic water bottles, it is certified, and is primarily used in the creation of LO NEEL pants.



LO NEEL soy fiber is made from soybean proteins, which have anti-bacterial and thermoregulatory properties. This fiber is known as "vegetable cashmere" because of its softness and lightness.

Upcycling is used for knitwear: balls of wool or dead stocks of fabric are saved from garbage dumps, then recycled to create new fabric. This material gives life to revisited sailors' jumpers made in Italy.

The GOTS-certified organic cotton is of high quality; a LO NEEL t-shirt weighs 225g and a sweatshirt 310g, ensuring high-quality and sustainable clothes.

Mulberry fiber is made from wild mulberry tree bark fibers and organic cotton. This innovative material absorbs moisture when the temperature is high and releases it when the weather is dry. It is a LO NEEL exclusivity in France.

***The brand that sublimates and reinvents
eco-responsible fashion.***



A woman with long brown hair and pink eye makeup is holding a large pink flower in front of her face. She is wearing a dark blue top with ruffled shoulders. The background is a solid light pink color.

LO NEEL
is

VEGAN & CERTIFIED

LO NEEL is committed to being vegan forever and never using animal-tested products.



LO NEEL is PETA certified.

The "Peta approved Vegan" certification recognizes businesses dedicated to animal-friendly fashion. It certifies that no animal fibers were used during the manufacturing process, ensuring animal welfare.



LO NEEL certifies its materials and production methods to be as transparent as possible to its consumers.

The city of Paris has certified LO NEEL as an eco-responsible fashion actor.

The brand has been selected among a hundred participants to be part of the "sustainable map" of the city of Paris. This label is a qualitative award that allows consumers to confidently discover ecological and ethical brands.



Transparency as a requirement. ✓

Clear Fashion is an independent French label that investigates the environmental, human, and animal impact of clothing brands. More than 150 criteria are analyzed to assign a score to the brand, ranging from material samples to the manufacturing process. This score serves as an indicator for consumers, allowing them to make more informed choices in their consumption habits and thus promote tomorrow's eco-friendly fashion.

LO NEEL obtains a score of 90/100 and is ranked in 6th position out of 500 other brands worldwide.

LO NEEL, honored and awarded by CHANEL SOCIAL COMMITMENT.

LO NEEL was awarded the Fashion 2020 prize by CHANEL SOCIAL COMMITMENT in September 2020, in collaboration with the Force Femmes organization. This award enabled CHANEL to accompany the brand for a year in order to solve various issues and assist in its development. This opportunity paved the way for the designers who are still working with CHANEL today.



LO NEEL
is

COMMITTED & STYLISH



LO NEEL, committed to slowfashion.

All of the media and green influencers have already warned you about the textile industry's scourge of the twenty-first century: fast fashion. It consists of mass-producing low-quality clothing.

The challenge for brands that follow the slow-fashion model is to produce a limited quantity of clothes and collections whose quality ensures sustainability. This is the virtuous circle in which LO NEEL participates: offering a qualitative and limited offer so that consumers buy less and better. This economic model enables the fashion industry to significantly reduce its environmental impact.

LO NEEL is a creative brand that provides its customers with a complete wardrobe. The capsules are interchangeable based on the mix-and-match principle: the first capsule's looks can be enhanced with clothes from the third capsule, and vice versa. This diverse wardrobe includes everything from glamorous rose petal dresses to rock-inspired pineapple fiber belts. Because of its limited and sustainable production, as well as its ecological, ethical, and sustainable values, LO NEEL is a major contributor to the slow fashion movement.

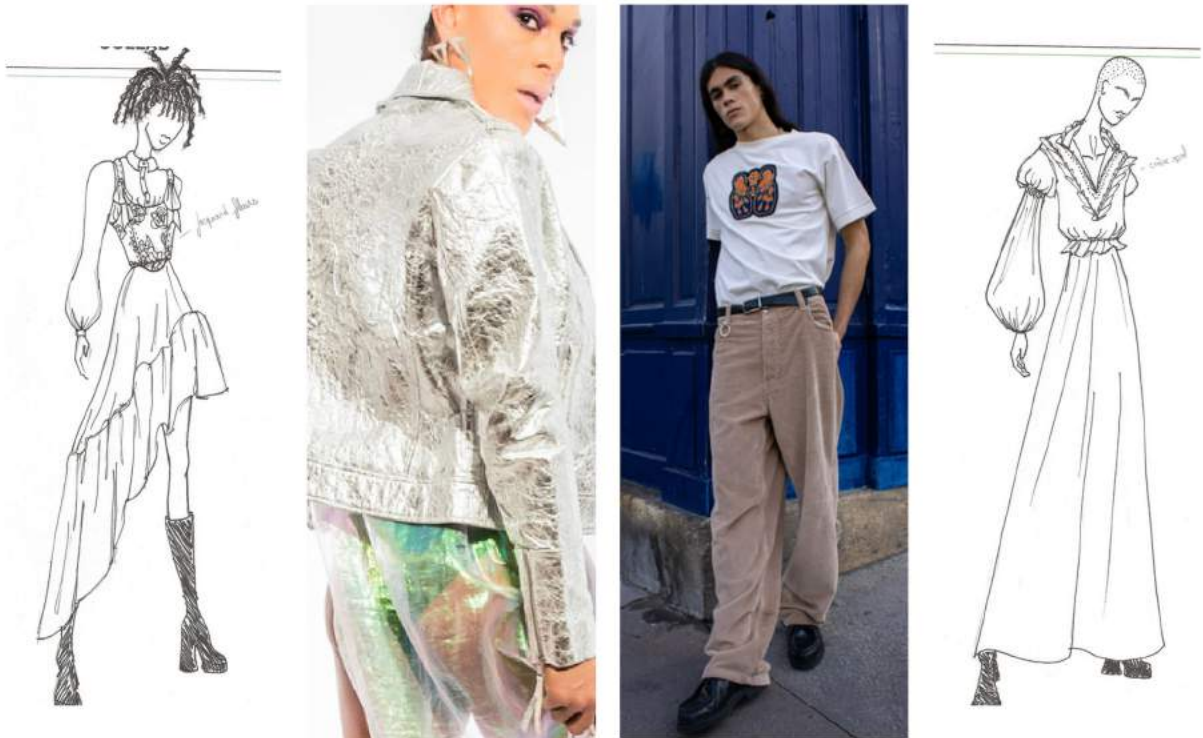
Eco-responsible and trendy.

Passionate about her travels in India, Frédérique Muller, the co-founder of LO NEEL, was inspired by their traditions and know-how in creating exclusive patterns and embroideries that can be found on the clothes.

The rock side? Loane, the second co-founder of LO NEEL, has added her offbeat touch. As a fan of rock culture, she brings the brand's crazy side with touches of silver and deconstructed cuts.

This mix of styles always brings LO NEEL back to its muse Alexandra David Neel, the Parisian adventurer who inspired the designers.

LO NEEL's history and inspirations define its bohemian chic, poetic, and rock style.





MAGAZINES

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