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COÛT DE LA LIBERTÉ

COÛT DE LA LIBERTÉ Finds A New Glamor In Freedom

With his brand new luxury fashion collection, denim maven Jeff Lubell seeks inspiration in the personal



“COÛT DE LA LIBERTÉ is really personal for me,” explains Jeff Lubell from his California design studio. “It’s about freedom, and expression. And the truth is, it comes from wanting to design clothes for my beautiful wife.” A fashion world superstar, Lubell is famous for having founded True Religion and building it into a billion dollar denim brand. He’s the kind of guy who can sit there and regale you with belly laugh-inducing tales from past days of trekking across Italy to mills and dealing with all of the fashion world’s various foibles. But if building a denim brand was about taking careful measure of the market and customer, his new venture, a full men’s and women’s luxury fashion house, is about living up to something more internal, fulfilling a passion that comes from the heart.



COÛT DE LA LIBERTÉ Wide Collar Crop Jacket Cracked Shearling, \$4,802, coutdelaliberte.com

“Look, I came up in the ‘70s, so you’re gonna find that in my designs—it’s rock ‘n’ roll. I love that era,” he laughs. But COÛT DE LA LIBERTÉ is more than a luxuriously updated take on 1970’s style. He, along with his partner and wife Carrie, are proposing a form of laid back glamor where neither the glitz nor the comfort are sacrificed in their melding. And that comes down to fabrics, an area where Lubell has unrivaled expertise.

“It has to be the best,” he says. “The denims, the velvets, the corduroys, the silks, picking the right ones is everything—how it feels, not just on the outside but on the inside too.” To Lubell, it’s important that a dress or a blouse not just look beautiful, but also feel good on the body of the wearer. The magic that is essential to great fashion comes out of a synergy between the wearer, her body, the fabric, and the silhouette—adding comfort to that equation allows a certain freedom of expression. It allows one to project inner emotions and feelings through the medium of style.

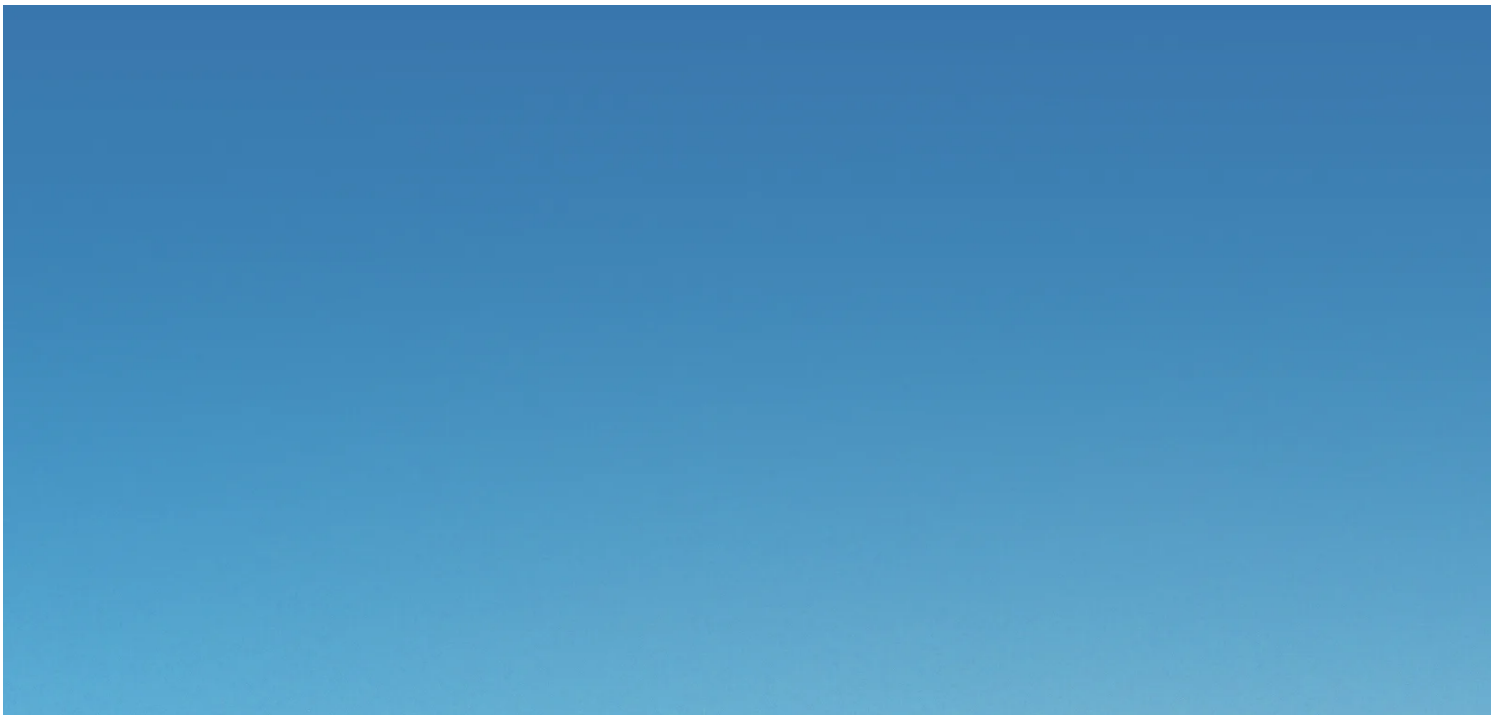




COÛT DE LA LIBERTÉ Super High Rise Super Bell Sequin, \$985, coutdelaliberte.com

This dynamism is perfectly captured by COÛT DE LA LIBERTÉ's fall brand imagery, in which Stella Maxwell fully inhabits the inherent ease, '70s sexuality, and playfulness of the pieces. Fringe swings, pant bottoms bell-out wide, bejeweled fabrics dazzle in the sun, cowboy boots simultaneously crumple at the ankle and tease up high to the knee—but more than anything there's a certain posture, a certain demeanor. Think glittering sequin pants made for slouching seductively or running around barefoot by the pool, nearly iridescent velvet that evokes the bedroom as much as it does a Hollywood premiere, or silk charmeuse that's formal and dressy in appearance but just begs you to throw on a denim jacket and get up and dance.

All the fabrics are imported from the best mills, from Italy to Japan, but the pieces themselves are made in America, in California—"in my own backyard, where I can control my destiny," as Lubell puts it. Aside from the value he places on supporting local manufacturing, that ability to micromanage the production process is vital to Lubell. Everything gets produced ethically and fairly, and the quality of the cut and sew—down to the finest detail of fit—can be finessed to perfection.





COÛT DE LA LIBERTÉ Skinny Plongelt Stretch Leather, \$2056, coutdelaliberte.com

And Lubell is obsessed with that process. “I love making these pieces. I love designing clothes that make people feel good about themselves. And that’s what’s missing today,” says Lubell, who doesn’t plan on abiding by any industry rules that might interfere with his and his wife’s passion for COÛT DE LA LIBERTÉ. “Especially right now, living in the world that we are, I’m all about optimism, letting go of negativity. We’re doing colors, even if it’s black and white that sells. We’re doing custom fabrics, even if it’s harder. There’s no season on these products; it’s a permanent collection. Look, this idea is a seed right now, but we’ll nurture it, and it will grow to become a tree, and that tree, one day hopefully will become a forest.”