

## LOOKBOOK SPRING 2017

LAINFINI

# THE ATELIER LAINFINI PROJECT

ATELIER LAINFINI was founded in 2016 by Jaromír Caithaml and Mirka Talavašková. Their passion project is a luxury fashion, design, and lifestyle incubator that will utilize a digital platform to bring creative talents together, delivering truly unique items for an international market. The styles that they will launch are unlike anything done so far in the accesories genre. Not only are these unique looks going to rock the fashion world, but Atelier Lainfini aims to be a completely new kind of company. They are sincerely dedicated to bringing art through fashion to those who want something just a little bit different in their closets. Be inspired and delighted by everything they will showcase.

The online studio was developed as a means of bridging distances to allow emerging designers, around the world, to directly collaborate with Atelier Lainfini. This will give them the ultimate interactive access to the brand's manufacturing, artisanal expertise, and European craftsmanship. It's a partnership that was meant to be.

As general manager of Atelier Lainfini, JAROMÍR CAITHAML brings his extensive business experience from various industries, including finance, telecommunications, construction and energy. As a true renaissance man, he decided to leave the corporate environment to work as a start-up consultant in a more creative capacity. Through this valuable experience, he was encouraged to venture out on his own and connect with Mirka Talavašková. The two are truly a match made in fashion history.

MIRKA TALAVAŠKOVÁ gained experience at École Supérieure des Arts Appliqués Duperré and training at Atelier du Sartel in Paris. As the Top Styl Designer Award recipient and nominated for the Czech Grand Design award, her talents have been widely recognized. The unique perspective she brings to the project serves as the cornerstone and guiding aesthetic of the brand, while working with individual designers and design teams with exceptional vision. Her guiding principles in life revolve around being able to express individuality with grace and beauty.

For its much anticipated debut, the brand launched a dazzling collection of limited-edition luxury scarves in 2017, to much acclaim. They sold out almost immediately. They will eventually introduce collections produced in collaboration with bold artists and talented designers to further their goals as a revolutionary new brand.





#### **BUTTERFLY SCARF**





LAINFINI



#### PLAY OF BLUE SCARF





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#### MOONBOW



LAINFINI



### SHIFT ROUND



LAINFINI



### SHIFT SQUARES



LAINFINI



#### SHIFT BORDER





LAINFINI



#### **CERTAINTY RED**



LAINFINI



#### **CERTAINTY YELLOW**



LAINFINI



#### CERTAINTY BLUE



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#### MOVEMENT



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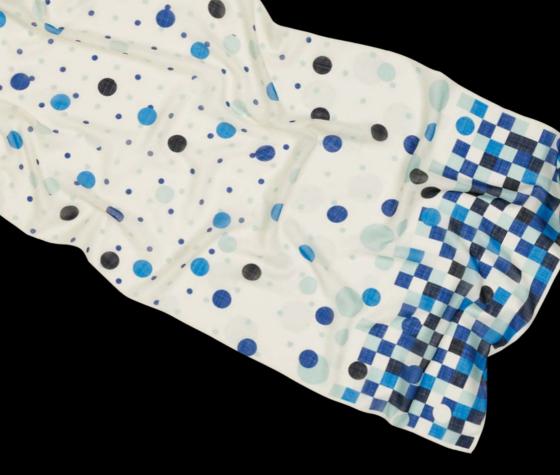
#### **BUTTERFLY SHAWL**

SHAWL
70,87 × 27,56 IN
180×70 CM
TRIORA
70% SILK 30% WOOL
DIGITAL PRINT
12 PCS





LAINFINI



#### PLAY OF BLUE SHAWL

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