

# LC

## The style that feels like freedom



# Brand Essence

LC stands for a modern, confident lifestyle that combines sportiness with feminine sophistication. The brand embodies lightness, movement, and authenticity – carried by a style that feels like freedom. Each design blends wearable elegance with thoughtful details and a commitment to sustainability.



# Target Audience



LC is aimed at style-conscious women who value quality, lead active lives, and shape their individual look with confidence and personality. They expect more from fashion than just a good fit and beautiful fabrics –

they seek attitude, reliability, and inspiration.

# Design Philosophy



The signature of Lisa Campione is unmistakable: clean silhouettes, soft materials, harmonious color palettes, and accentuated details. The collection is sporty, casual, and at the same time elegant – wearable for everyday life, stylish in every moment. Each garment is created with the intention of conveying comfort and effortless confidence.

## Key Looks & Materials

### MADE IN EUROPE



The collection is produced in Europe – fairly, with high quality, and a strong sense of responsibility. LC is committed to sustainable production standards and uses durable materials that not only look good but also

feel good. The result is lasting quality – seasonless and timeless.



For women who don't need to  
explain their style.

