

LABECA

Labeca London is coordinating a meaningful Mother's Day with their Mummy & Me Sweater.

Mummy & Me sets have become endearing keepsakes of family memories and a favourite way of styling precious moments. Offering a fresh take on a mini-me ensemble is Labeca, London's luxury lifestyle brand, who are expanding their family of cosy knitwear with the launch of a Mummy & Me Sweater for Mother's Day 2022. Since November 2020, the brand has been crafting luxury travel and loungewear with the philosophy that style should never compromise on comfort - an ethos they've extended to their newest product release which promises fuss-free, adorable family coordination for Mother's Day and beyond.

"Labeca was founded with the modern woman in mind, designing elegant everyday looks that are both chic and considerate of busy lifestyles", explains Lara Ustunberk, co-founder of Labeca. "Coordinated sets are a heart-warming gift for Mother's Day but finding sets that are both beautiful to wear and practical for play often means compromising on comfort or that ready-to-wear quality. For both mum and child, these factors are wardrobe dealbreakers." The sweater, therefore, is the foundation to a thoughtfully curated look to be worn alongside a petite partner or even by itself. As Lara elaborated, "this sweater is fitted to the lives of mum and child. It helps mums feel effortlessly chic as they juggle the demands of the day and helps their mini-mes feel comfortable as they lead their own adventures."

Crafted with fuss-free style in mind, Labeca's mindfully chosen fabrics make dressing effortless and memorable for mum and child alike. The sweater's soft cotton knit adds a luxurious touch to a cosy everyday look and makes for a meaningful and treasurable gift. With a lightweight feel and simply cut silhouette, the sweater is perfect for layering over your little one's outfit. Featuring alternating ecru and oatmeal stripes with yellow hand-stitched detailing, the sweater's unisex design honours Labeca's signature classic style. "We negated any wording or bold patterns to emulate a timeless aesthetic", Lara shared. "As the mothers in our team know, our little ones love to dress just like their Mum's."

Labeca's Mummy & Me Sweater is available in three adult sizes (S/M/L) and three children sizes (ages 3 - 4/ 5 - 6/ 7 - 8). The sweaters will launch in February 2022, available exclusively from www.labecalondon.com.



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About Labeca London:

Founded in 2020 by sisters Lara and Bercis, Labeca is a London-based fashion company with the modern woman in mind. Combining comfort, style and high-quality materials into chic luxury lounge and travelwear, Labeca is the timeless style solution for working and travelling women. With ranges of loungewear, casual workwear, travel wear, accessories and cashmere, Labeca has been featured in magazines including Vogue, Elle and L'Officiel. Their dedication to the elegant everyday look is stitched into every piece, making sure you look and feel your best at all times.

The company ships internationally.

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