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Labeca London captures hearts with the launch of their limited-edition Valentine's Sweater.

London, January 7th, 2022. Labeca London, London's luxury travel and loungewear brand, has announced the launch of a limited edition Valentine's Sweater. Since launching in 2020, the company's cashmere tracksuits and luxurious matching sets have become firm favourites of women searching for chic yet comfortable wardrobe staples. This year, the company is wearing their heart on their sleeve as they release a limited-edition Valentine's Sweater - a reinvention of last year's best-selling piece and the perfect gift for a cosy Valentine's Day.



“Last year, we launched our Limited Edition Heart Sweater in Oatmeal. The sweater was a sell-out and we loved seeing the joy it brought people when they wore it, so we decided to release it again this year, in grey for a fresh take”, explains Lara Ustunberk, co-founder of Labeca London. “Labeca is about bringing timeless styles to life through pieces that exude luxury and comfort. We kept a classic silhouette to create a piece that is versatile and easy to wear, yet feels extra special with its personal touches.”

The Valentine's Sweater combines style and comfort in an extra soft cashmere-blend knit, given Labeca's elegant touch in the form of two red love hearts, featuring dark grey hand-stitched detailing. Each purchase will be delivered gift wrapped and accompanied with a beautiful Labeca Valentine's Card, especially crafted by Labeca's in-house designers. The sweater will be a limited release of 10, making for a truly unique gift.

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As Lara adds, “Our Valentine’s Sweater is a romantic design but its elegant simplicity makes it a perfect piece for anyone you’re sharing the day with. Whether you’re sharing the day with a significant other or treating it as a day of self-care and self-love, cosy indulgence is at the core of this design.”

Labeca’s Valentine’s Sweater will launch on January 14th 2022 for a price of £155, available exclusively from www.labecalondon.com.

About Labeca London:

Founded in 2020 by sisters Lara and Bercis, Labeca London is a London-based fashion company with the modern woman in mind. Combining comfort, style and high-quality materials into chic luxury travel and loungewear, Labeca is the timeless style solution for working and travelling women. With ranges of loungewear, casual workwear, travelwear, 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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