

London Rag

VOL.02 | JULY - 2021

**look
book**
**SPRING
SUMMER '21**

FROM THE STREET OF LONDON



www.londonrag.com

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Our history

When most of the fashion portals are talking about looks, there is one that promotes being classy and fashionable all the time. London rag is the fashion giant that stands out from the rest. We offer a trendy collection of women's clothing & apparel based on dazzling and upbeat designs that resonate with the millennials.

The history of Fashion has been teaching us that it refers to the styles of clothing, footwear, accessories that are currently popular – 'currently' being relative to a particular region.

This is the exact thought that passed the London rag founder's mind when he realized one day strolling through the streets of the most fashionable city in the world, 'London'. With a will to make London fashion and style accessible to everyone, our brand London Rag was born.

Stylish & comfort

London rag is mostly about styling and comfort. We offer a wide range of clothing which not only keep you fashionable in all seasons or occasions but also provide you with lots of comforts after wearing our designer's cloths

So just set yourself up with our most stylish and comfortable clothing, apparel, and accessories and get the most indispensable looks. We have some super-chic, looks that are as easy on the eye as they are to wear!



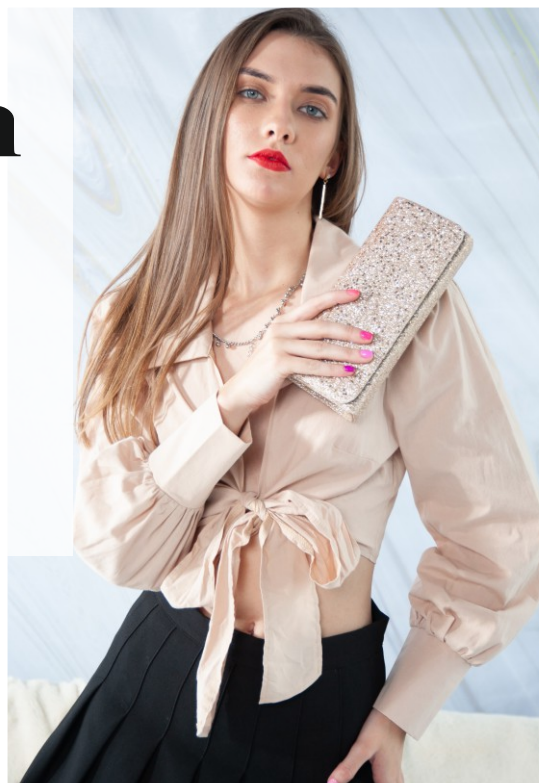
Impressions

London Rag is an international fashion brand for women. Since 2015, we at London Rag create a space where we experiment with different trending looks, styles, and fads at affordable costs. The brand, originally conceived and founded in the basement of Old London Street, London, has always aspired to provide the masses (and classes alike) with quality products.



Our collection

We have a wide variety of clothing, apparel, accessories in our women's collection. We have in-house designers, manufacturers, and creators to provide the best to you. Together, we share a values-driven way of working, with our customers' wants and needs at the center. We work in teams where innovation and creativity are promoted by the diversity within our company.





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Best fashion look

Our purpose is to offer a tasteful, edgy, and feminine style with a vision to make it affordable and accessible to all the fashionistas out there. Our team spends countless hours designing & curating our catalog - which means you never need to think twice about your styles when you own one of our pieces.

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Footwear

Shoes have evolved from being a personal necessity to becoming fashion statements. Over the years, we have also grown tremendously in experiences in the woman's footwear category, Fine suede, high-quality leathers, hardware, and trims that go into the making of shoes handcrafted at each step-mechanically or non-mechanically do justice to the projection and positioning of the brand.

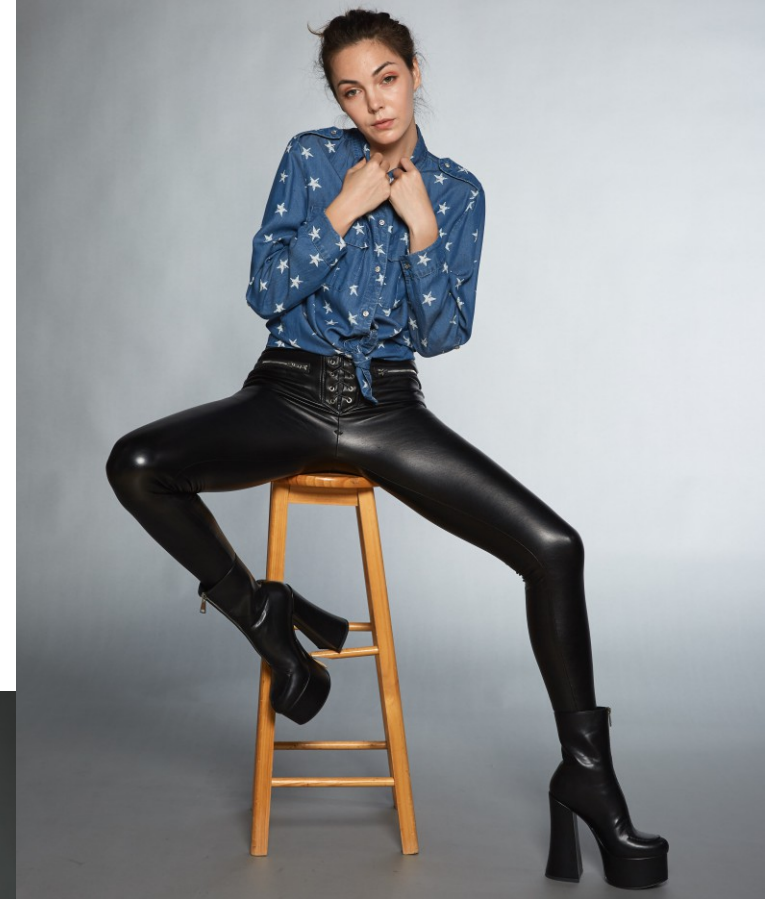
At London rag we get up-to-date to the latest shoes fashion trends for you.

Connections

At London rag, we always give the first preference to keep you classy and always in style. By designing the latest collection and making it available for you and to make you more fashionable every day. Fashion is all-encompassing; it creates itself from worldwide events, history, art, technology, and experiences.

Trends

While trends come and go and fashion is ever-changing, one thing that's remained the same throughout the years is that London famously carries the style of the upper class, influenced by English royalty, and leads the way in smart sharp tailoring, shoemaking, and fine hand-crafting. So are our products, they are curated with aesthetics and fondness towards the ever-stylish & chic London fashion.



Influencer favorites

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look book

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from the street of London

LONDON DESIGN STUDIO

Unit 6 Angel Wharf, 51,
Eagle Wharf Road, London
Tel: +1 020 7183 0472

NEW YORK

306 5th Avenue, 3rd Floor,
NEW YORK, NY - 10001
Tel: +1 646 998 4488

LOS ANGELES

10316, Norwalk Blvd.
Santa Fe Springs, CA 90670
Tel: +1 562 320 0123

Email: info@londonrag.com
Website: www.londonrag.com