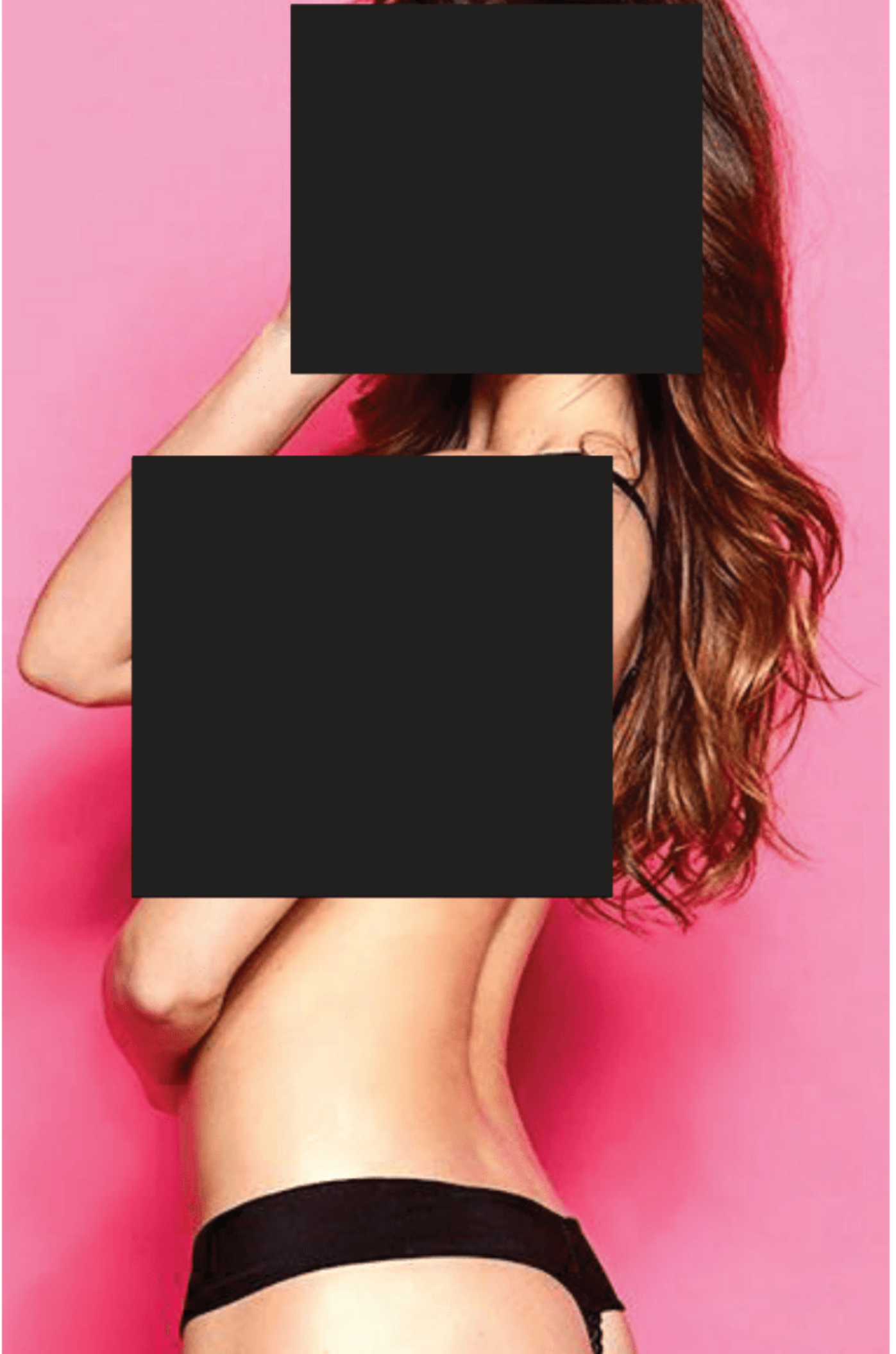
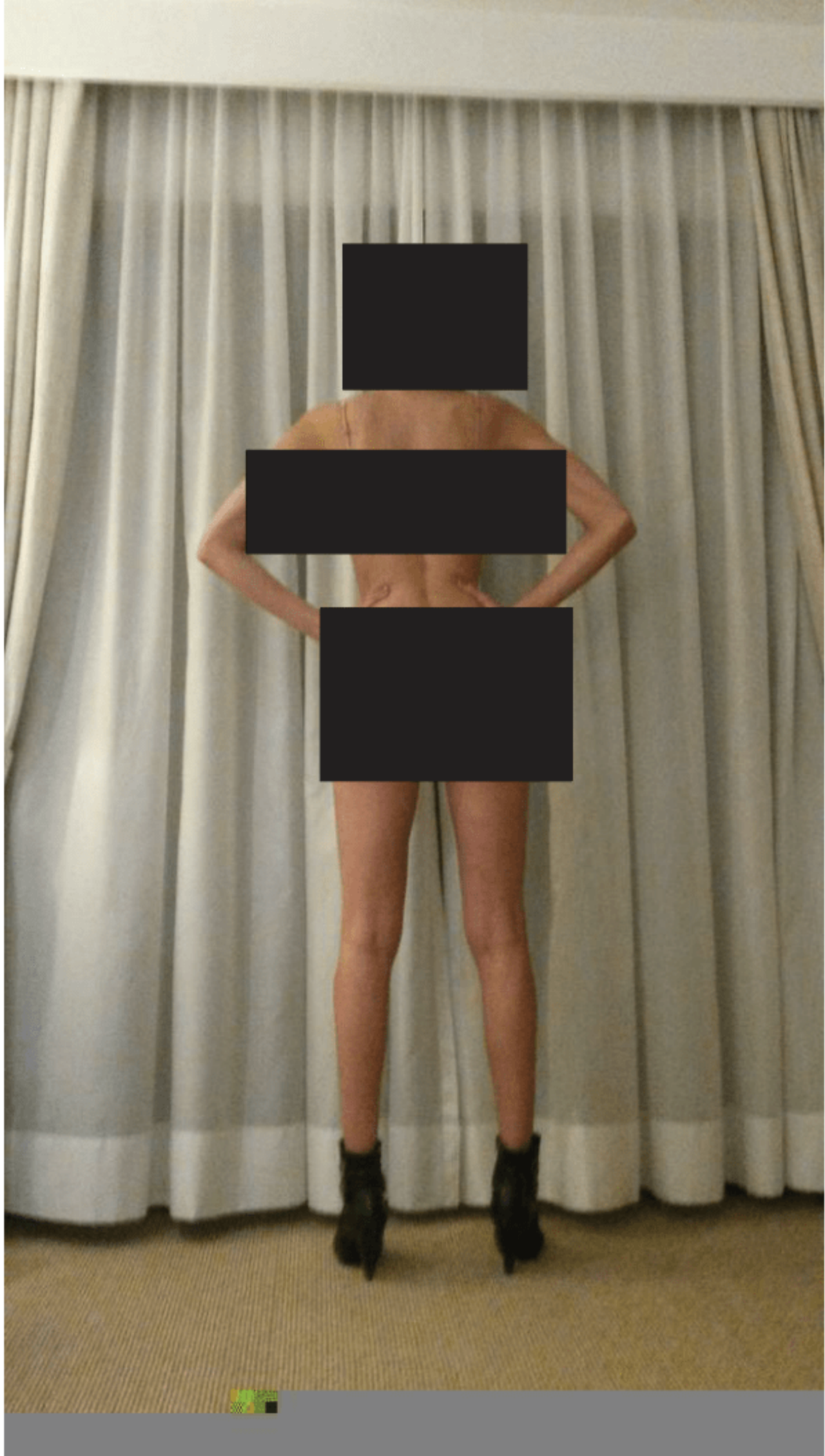






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DE BIGNER UPDATE

A Lingerie Pioneer Explores A Brave New World: Ready-To-Wear

November 13, 2012

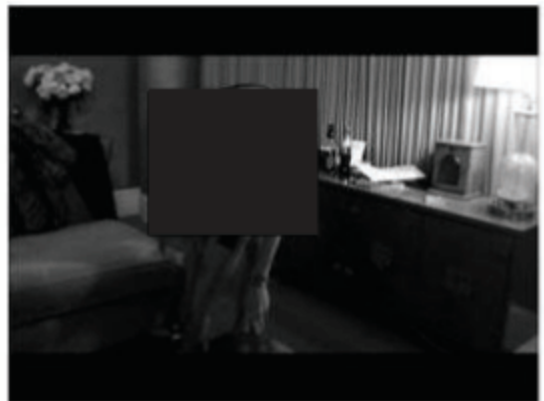


The art of seduction is hard to master, but confidence-boosting lingerie never hurt. Enter intimates maven Jennifer Zuccarini—a co-founder of Kiki de Montparnasse and former design director at Victoria's Secret—and her newly launched Fleur du Mal, a collection that celebrates undressing and dressing up in equal measures—which is to say it's half-lingerie, half ready-to-wear.

"I've always had a vision for this brand," she explains. "This idea of, 'Okay, there's this gorgeous sheer blouse or dress. What's the perfect thing to wear underneath it?' She's now making both: provocative yet sophisticated underpinnings as well as similarly sensual separates and even a gown or two. From the delicate chiffon blouses to a button-front, A-line leather skirt down to the special occasion balconette bra and matching garters, the full range is a dream wardrobe for a wife—or a mistress.

Instead of going the wholesale route, Zuccarini focused on creating a unique, interactive (read: social-media friendly) e-commerce site, fleurdu-mal.com. "I wanted to make a fully shoppable experience that can be emotional, too," she explained. The editorial images can be shopped not only for Zuccarini's own collection; they can click to learn more about the ABC Carpet & Home rug or the glossy art book in the shot, too. That's because, Zuccarini says, "the site is a platform for bringing together all the things I love. It can be about clothing and lingerie, but it's also about culture and music." They're on display in the video debuting exclusively below, and in the series of events Fleur du Mal is throwing to toast its debut this week, including cocktails, a dinner party and a special performance on Friday night by French electropop band Saint Michel, appearing stateside for the first time.

—Brittany Adams



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01:00

PLAY email get link get video

Photo: Courtesy of Fleur du Mal

tags: Fleur du Mal, Jennifer Zuccarini, Kiki de Montparnasse, Victoria's Secret

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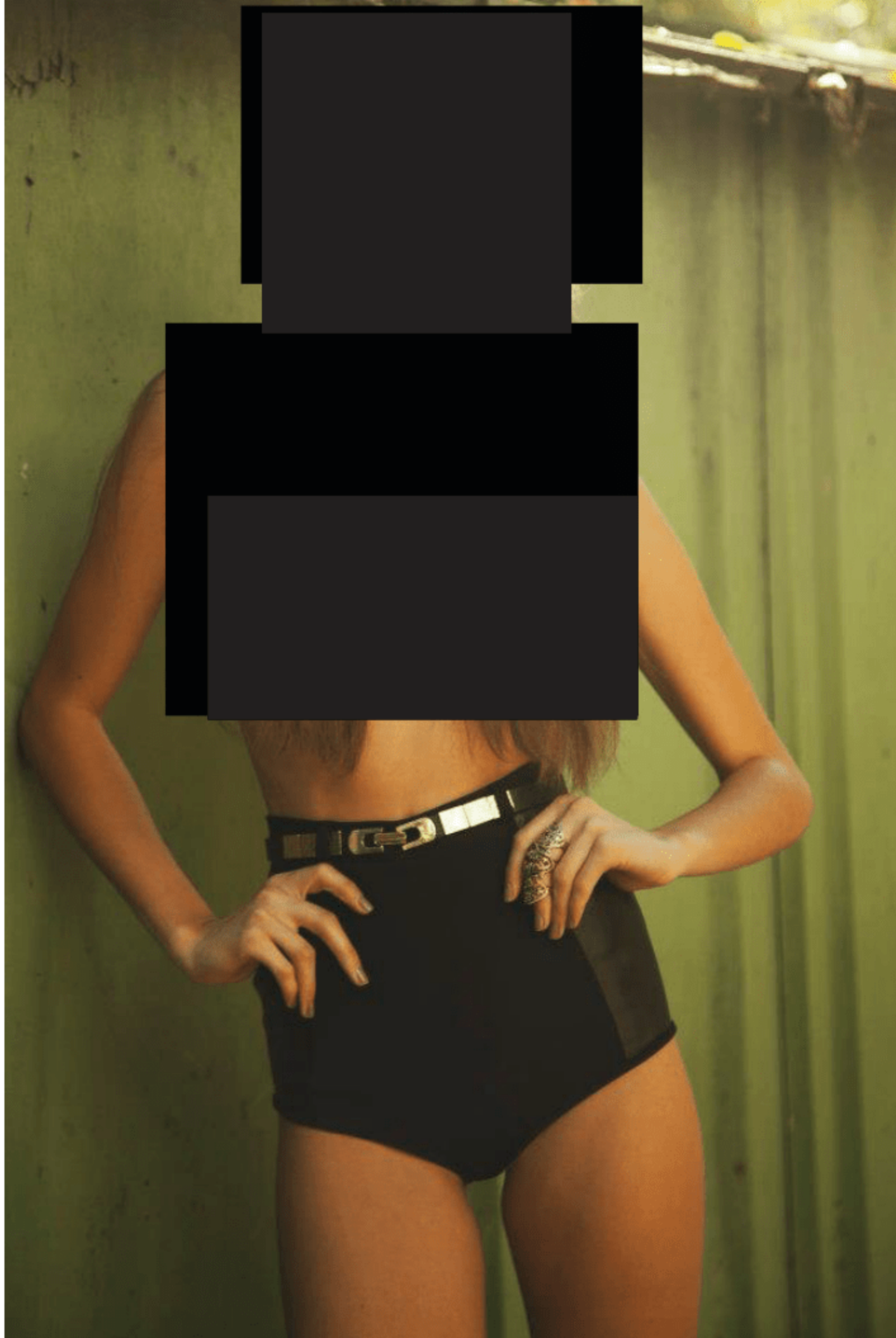
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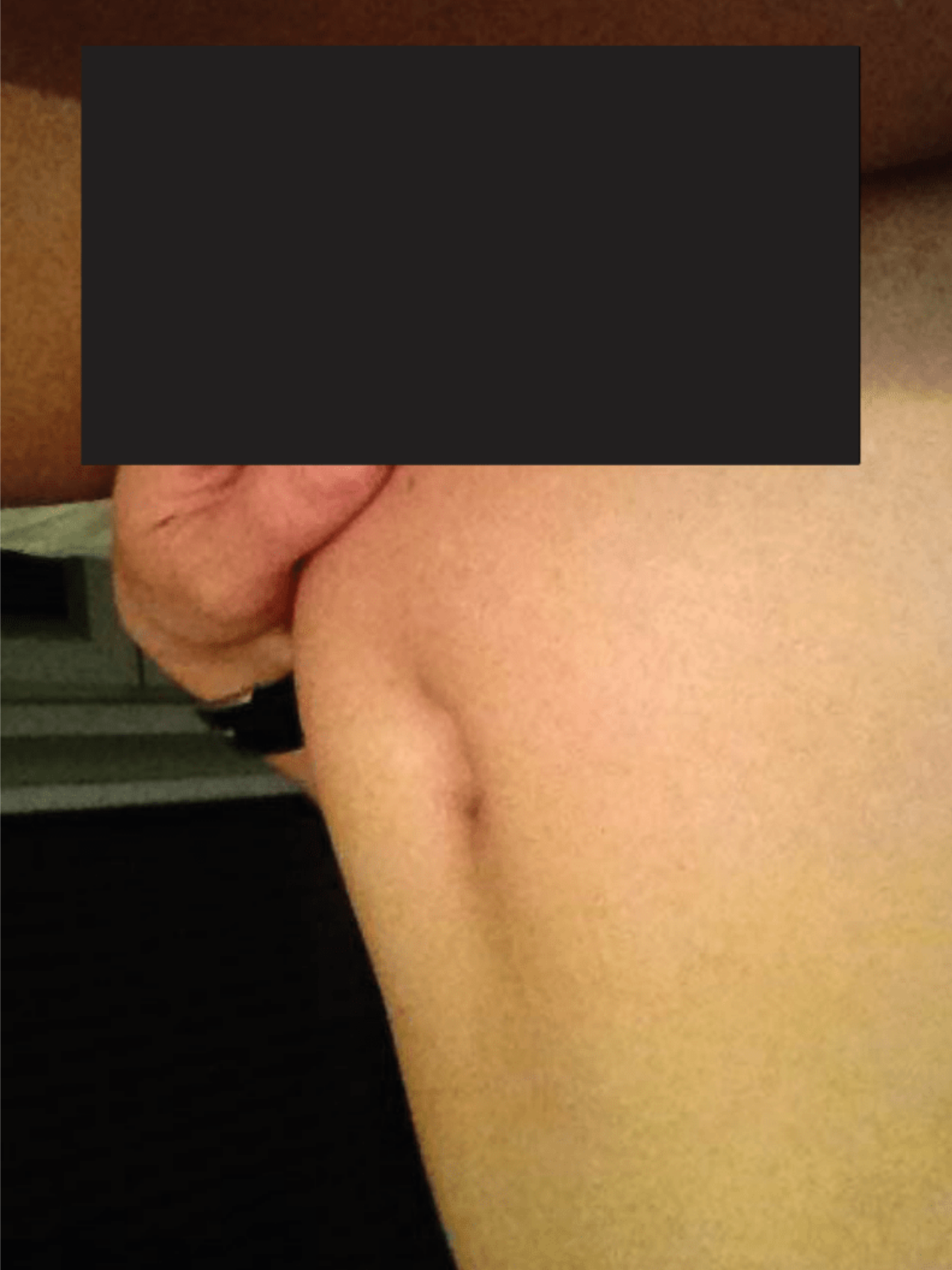
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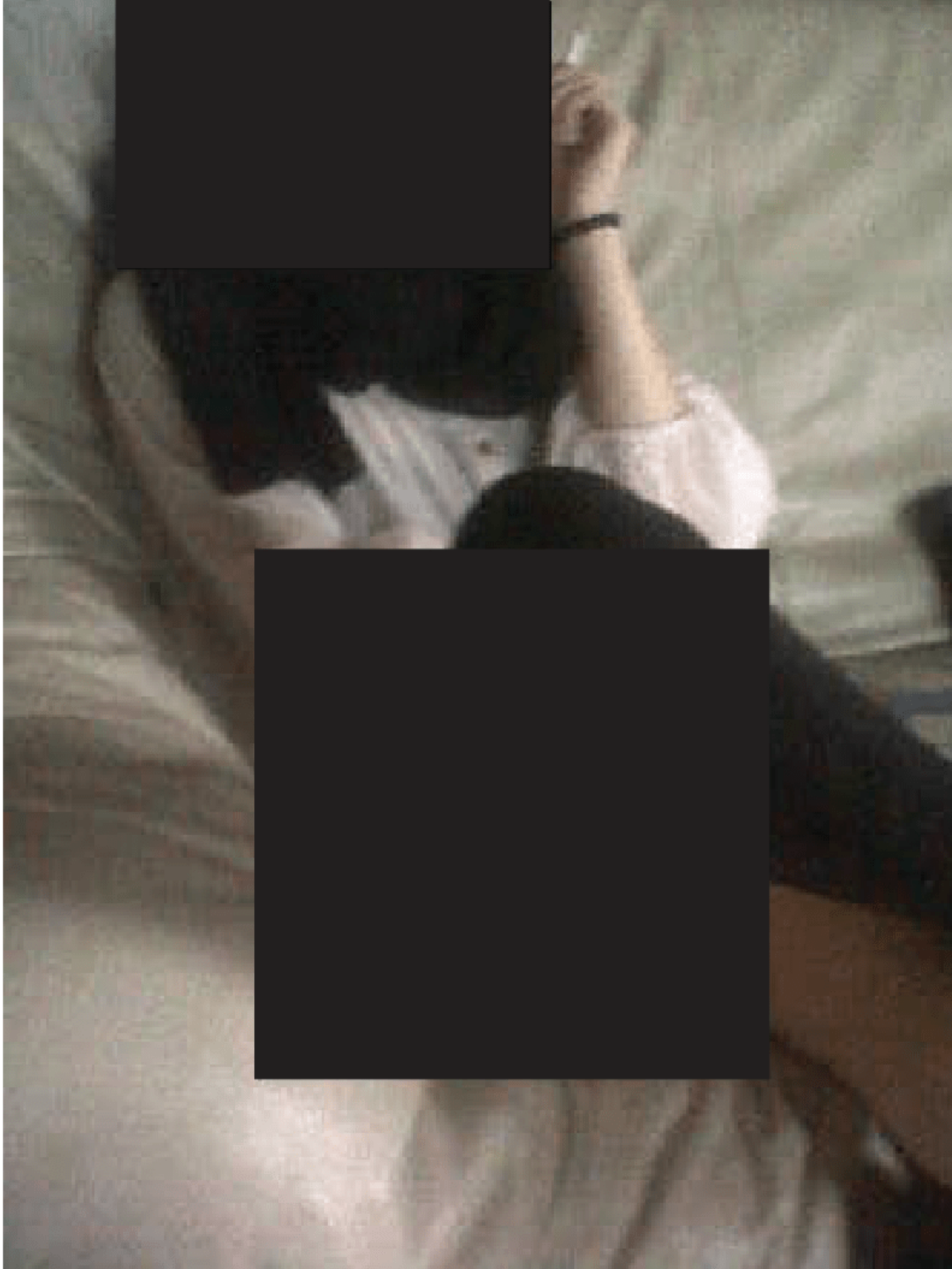


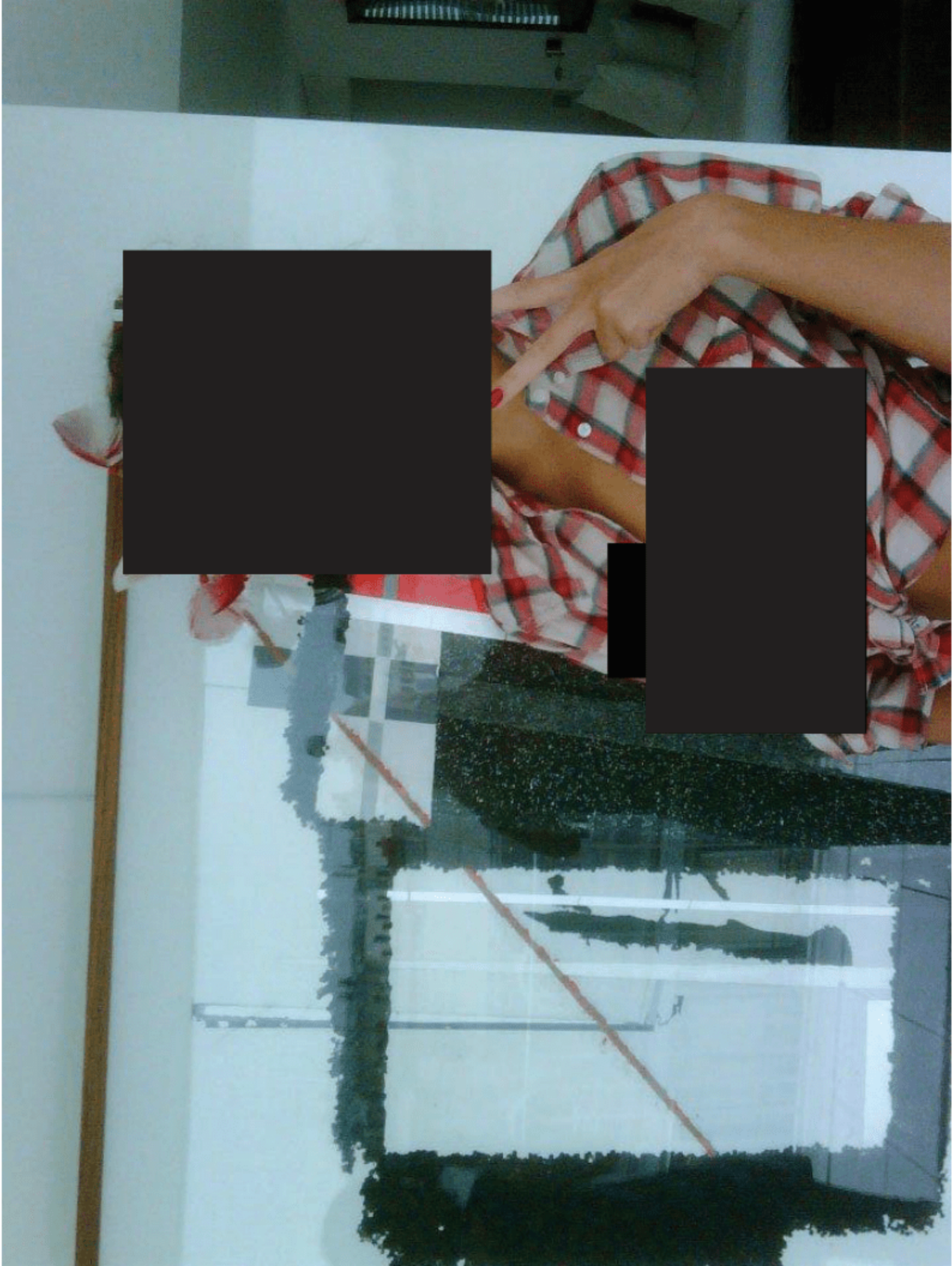


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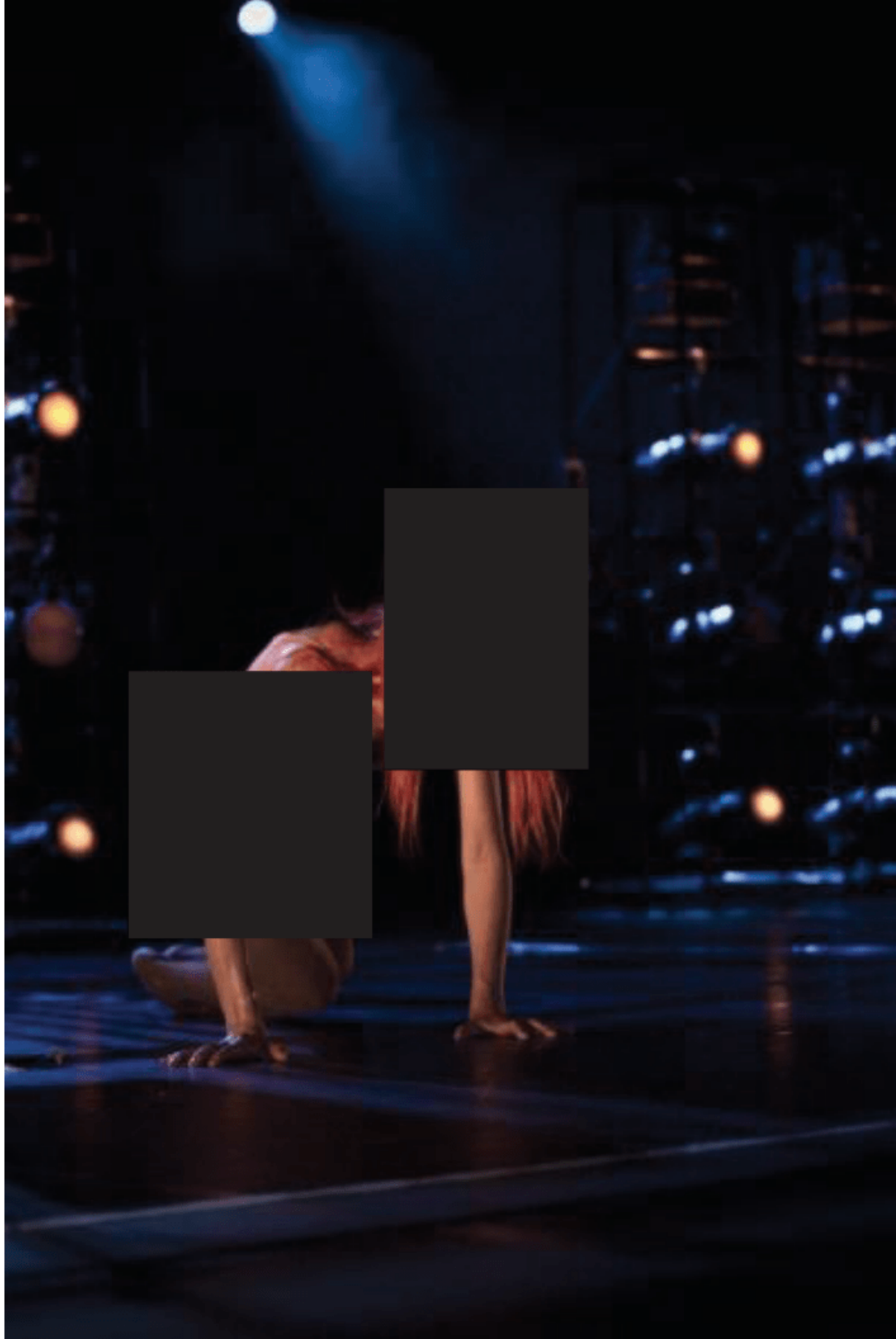


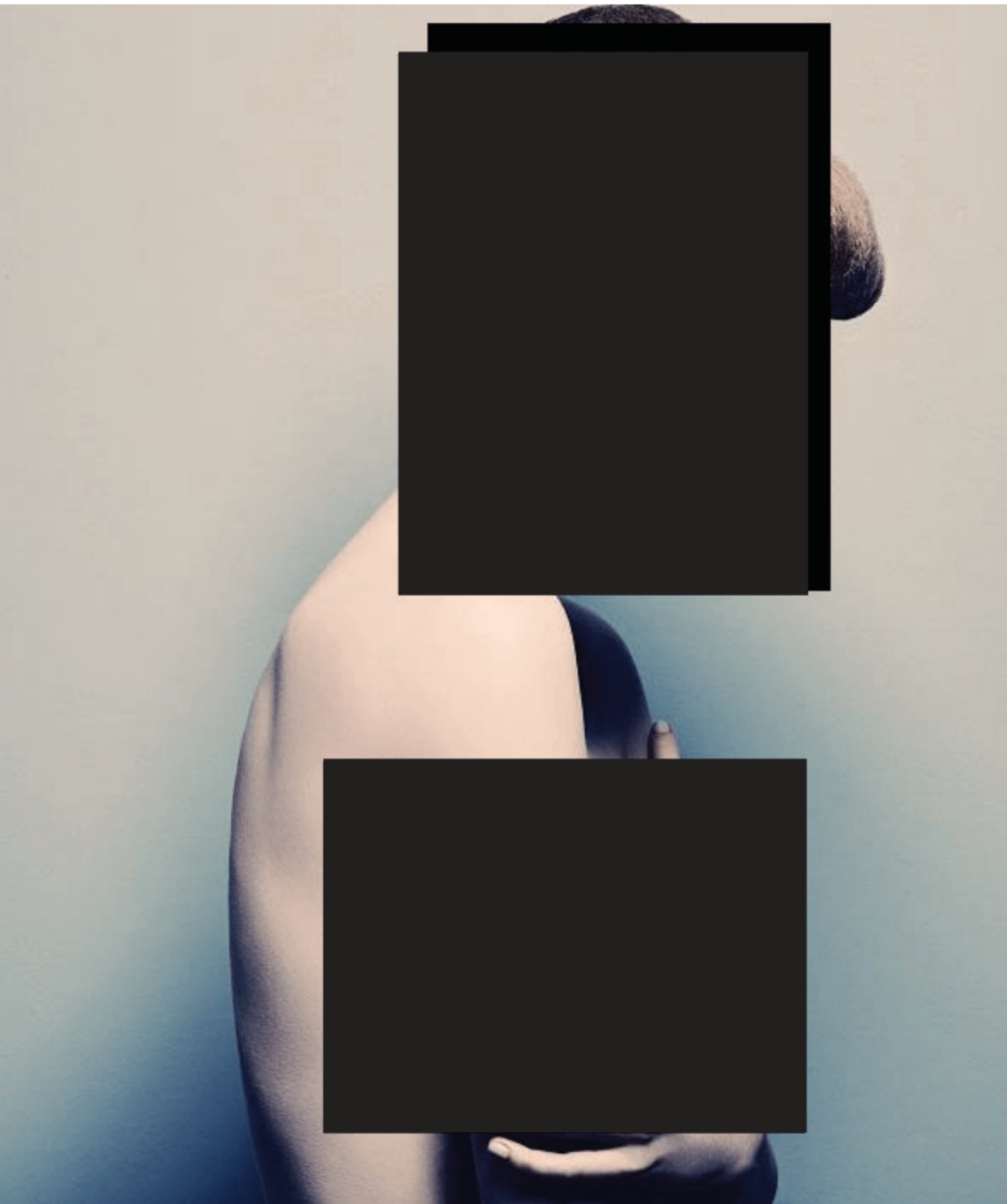
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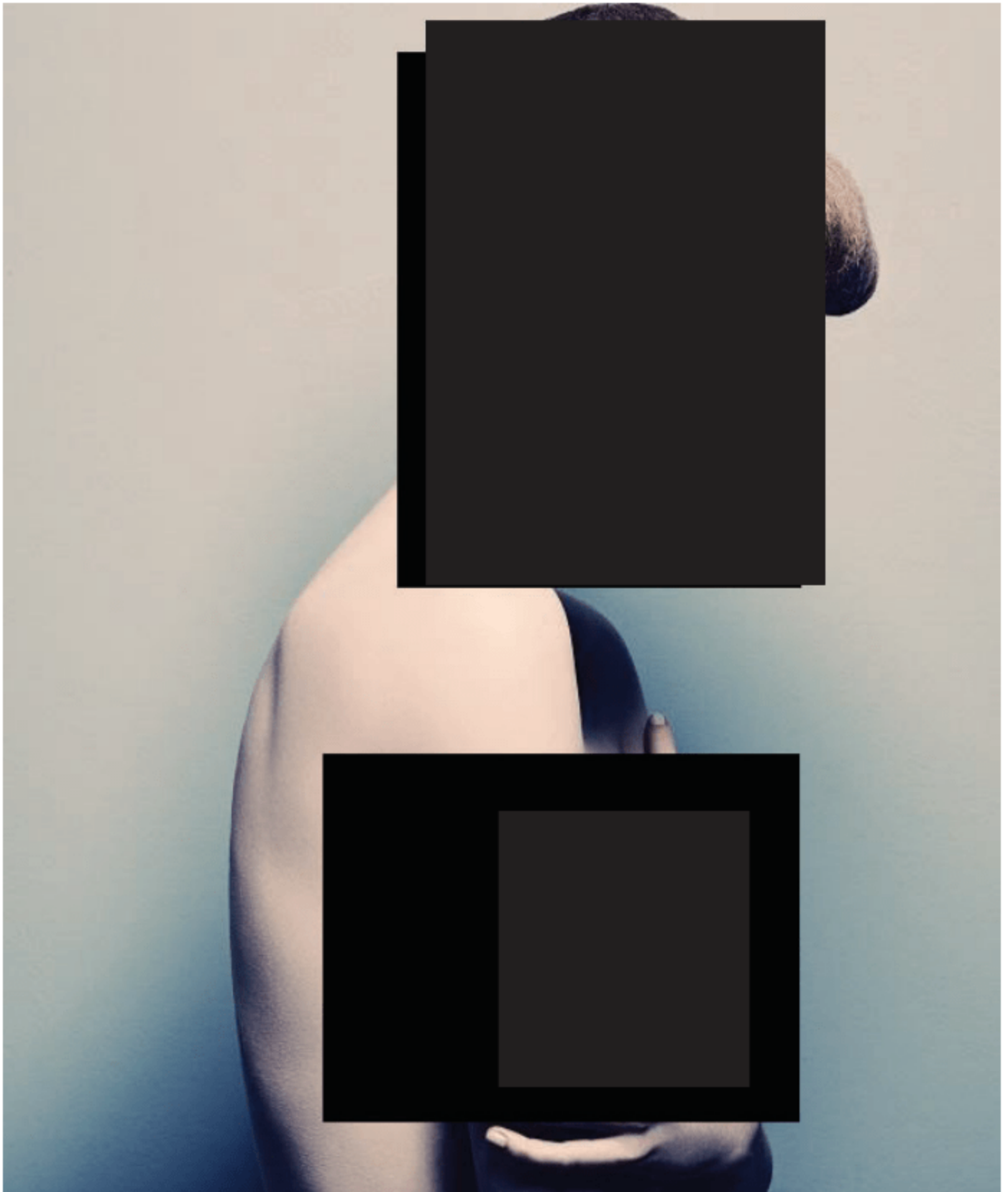
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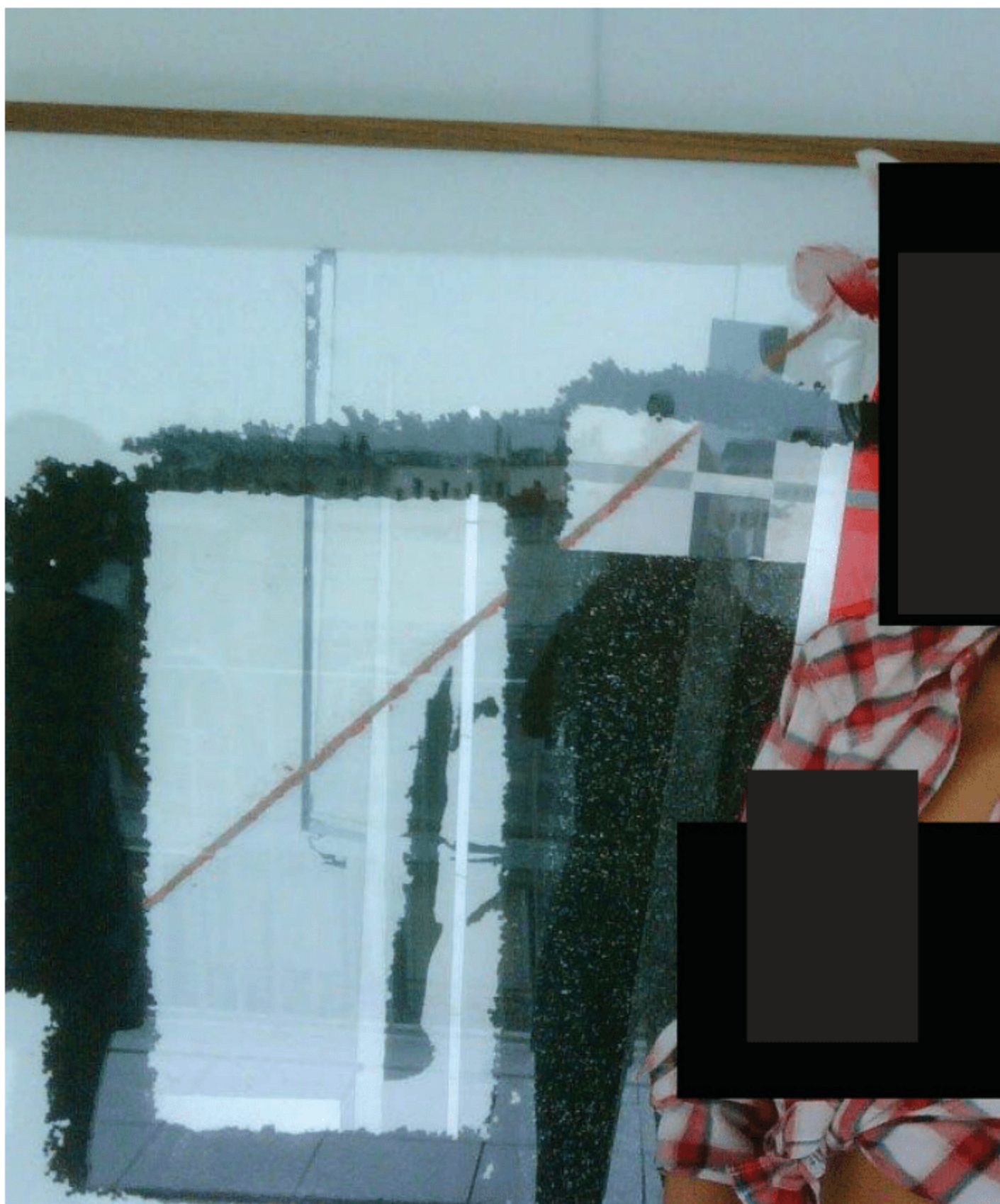




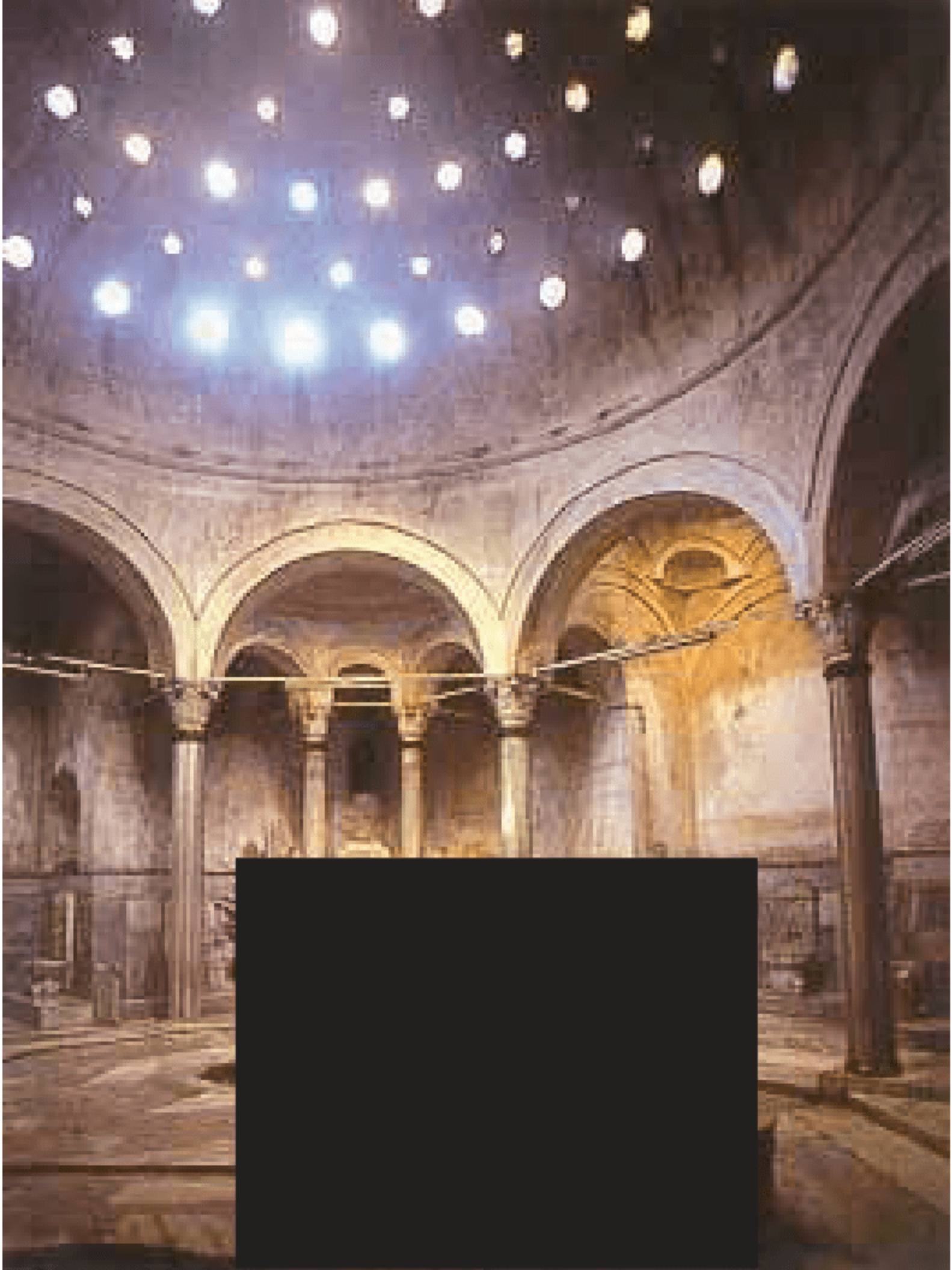








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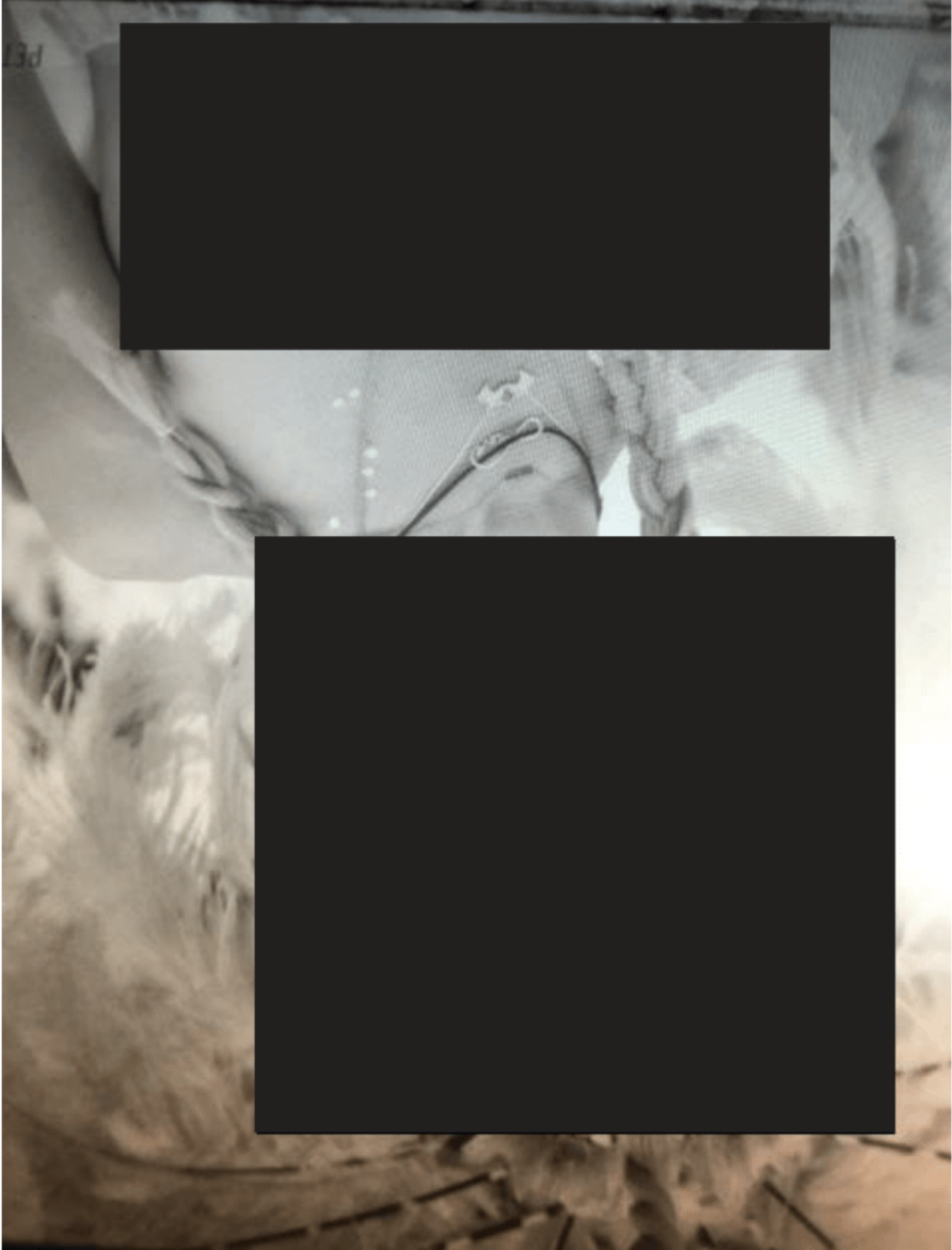




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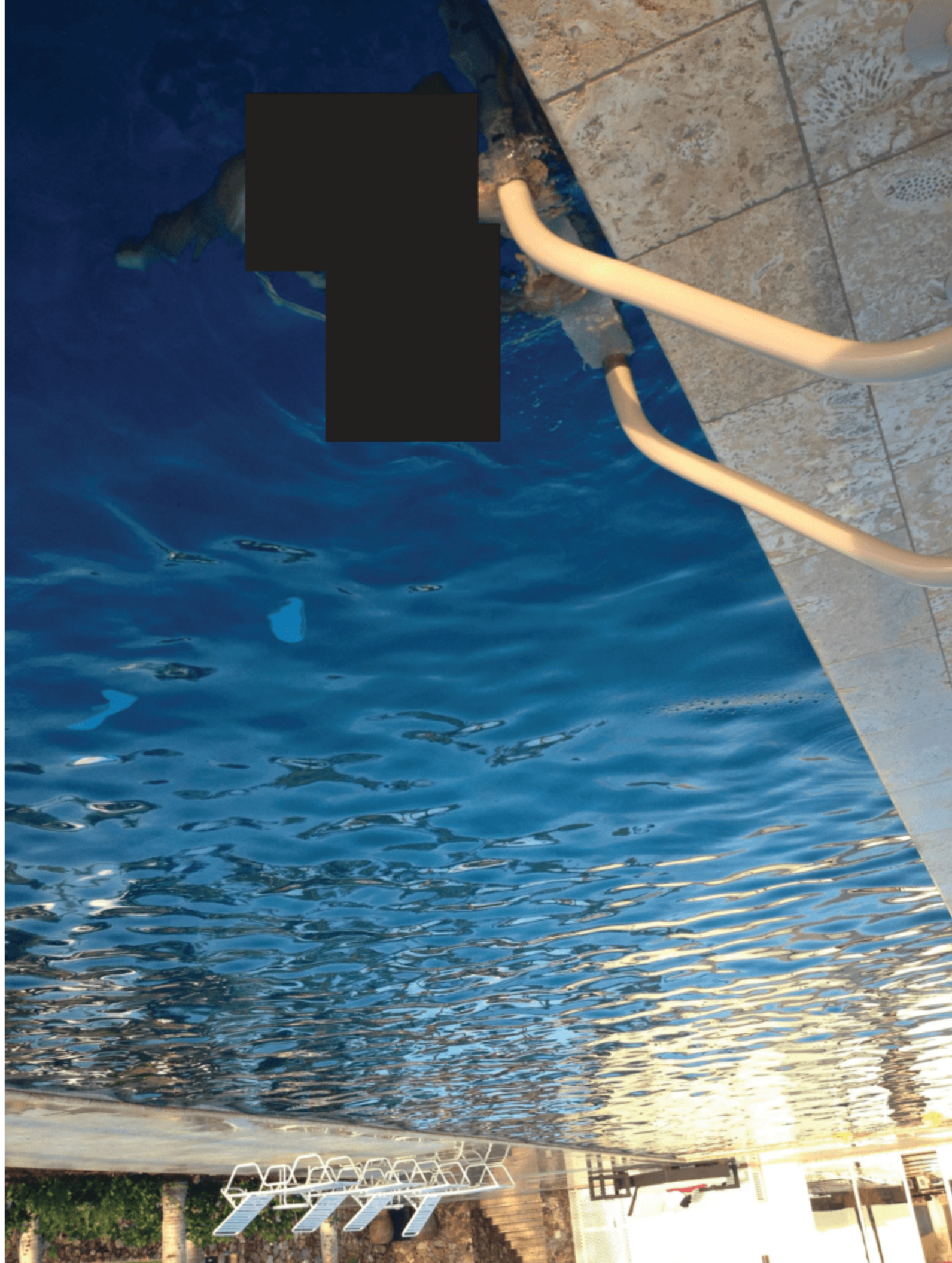








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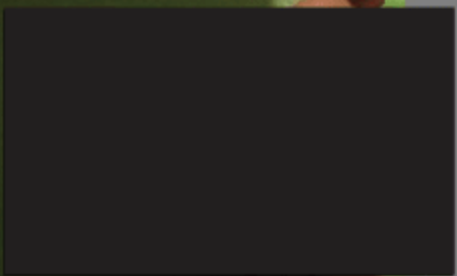
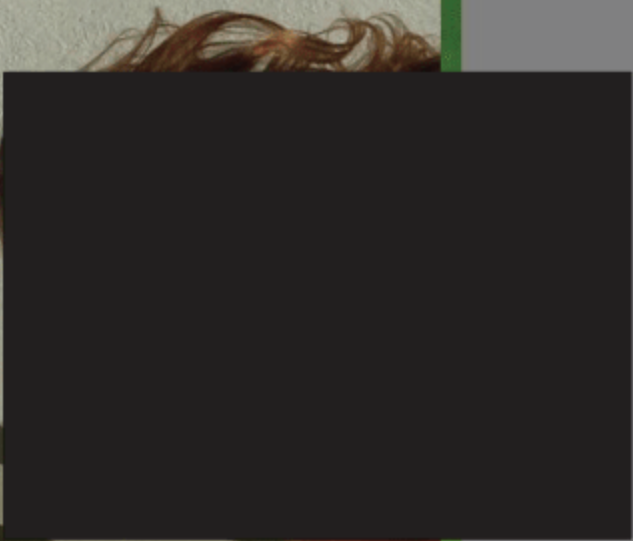
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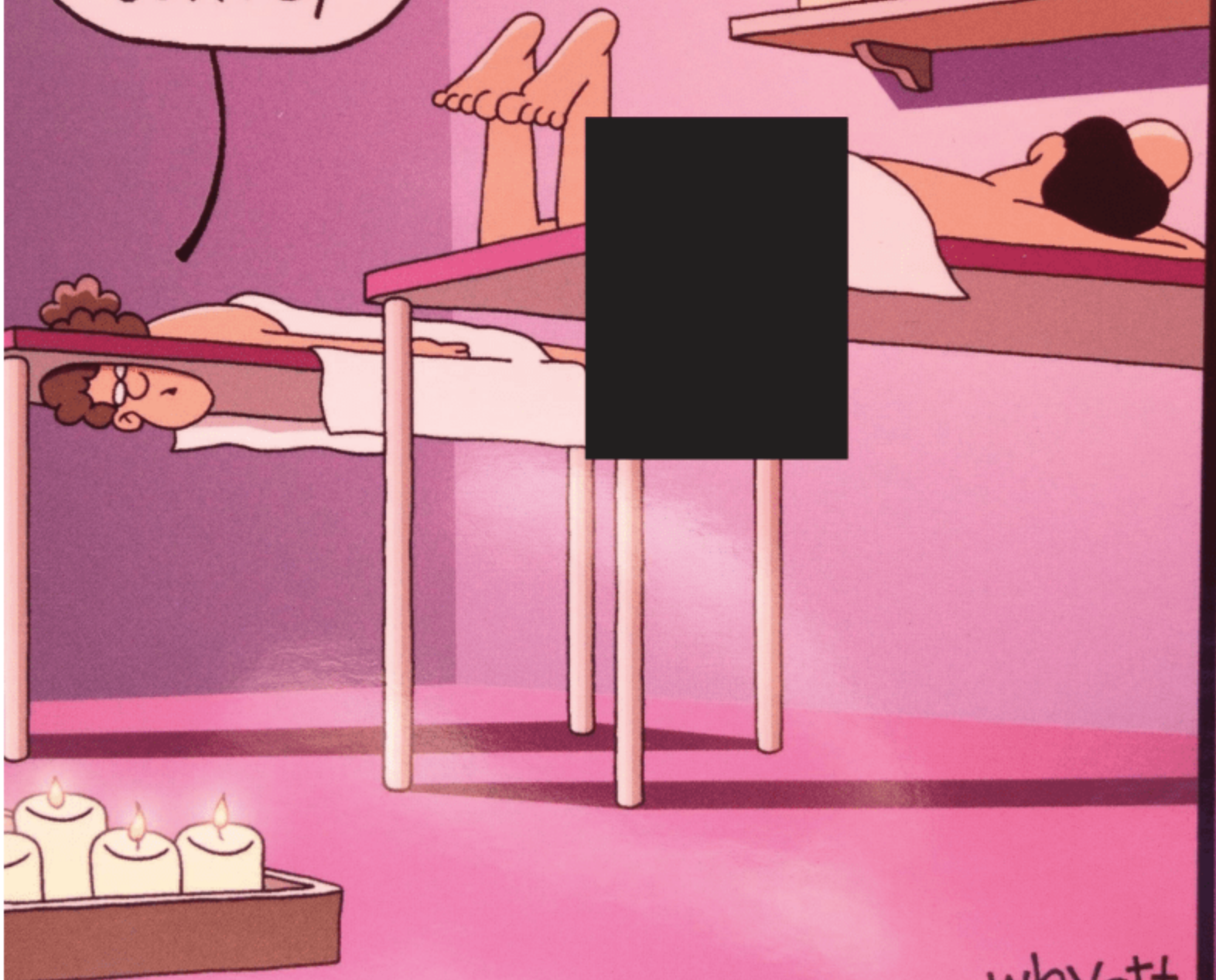
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Couples
Massage

Other way
around,
Jeffrey



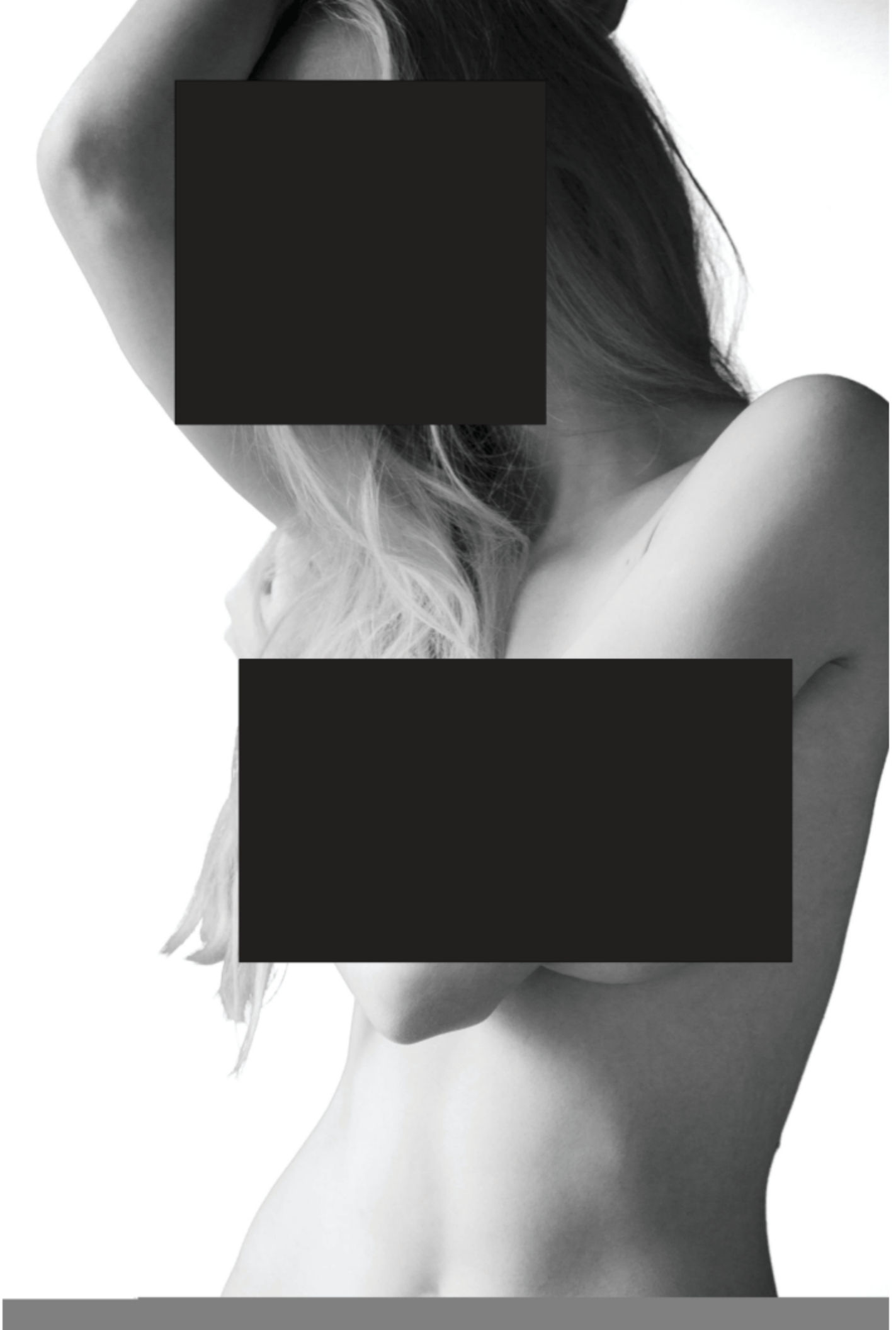
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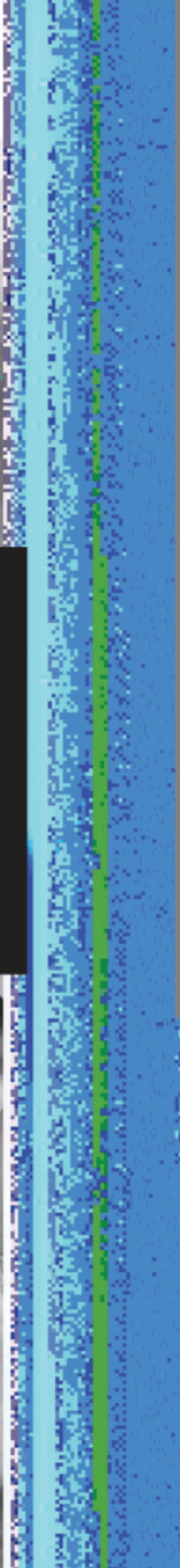
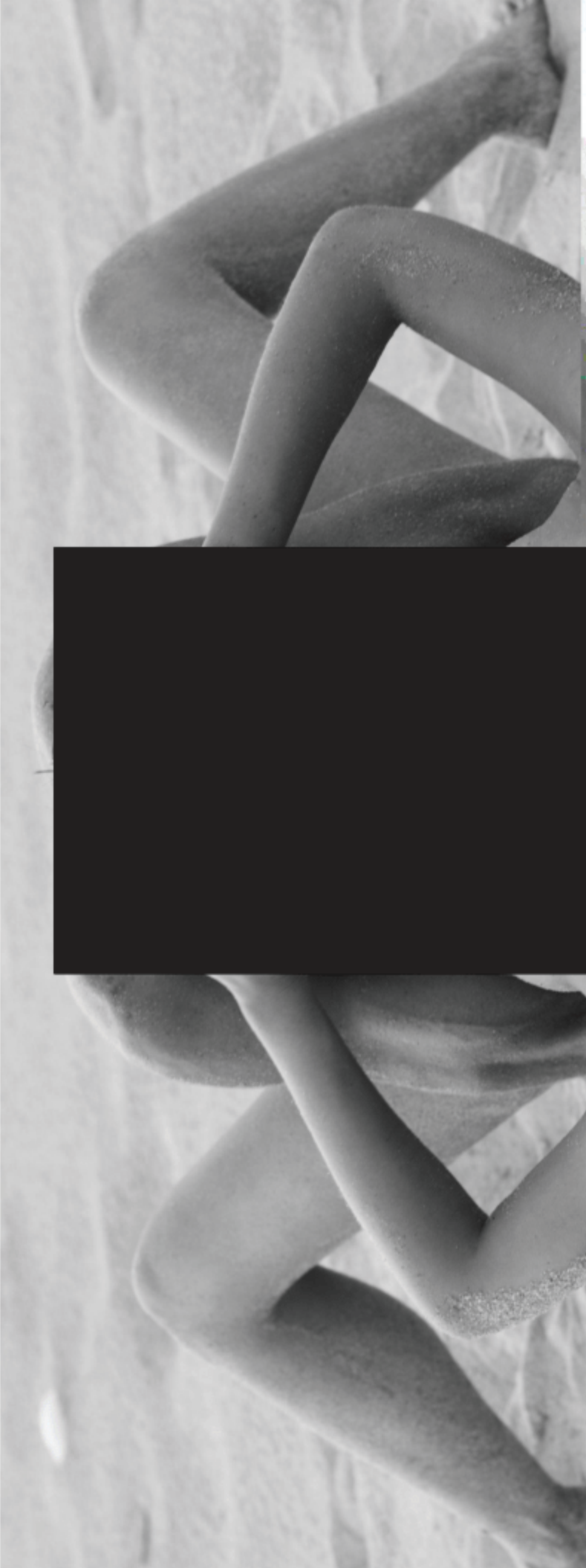


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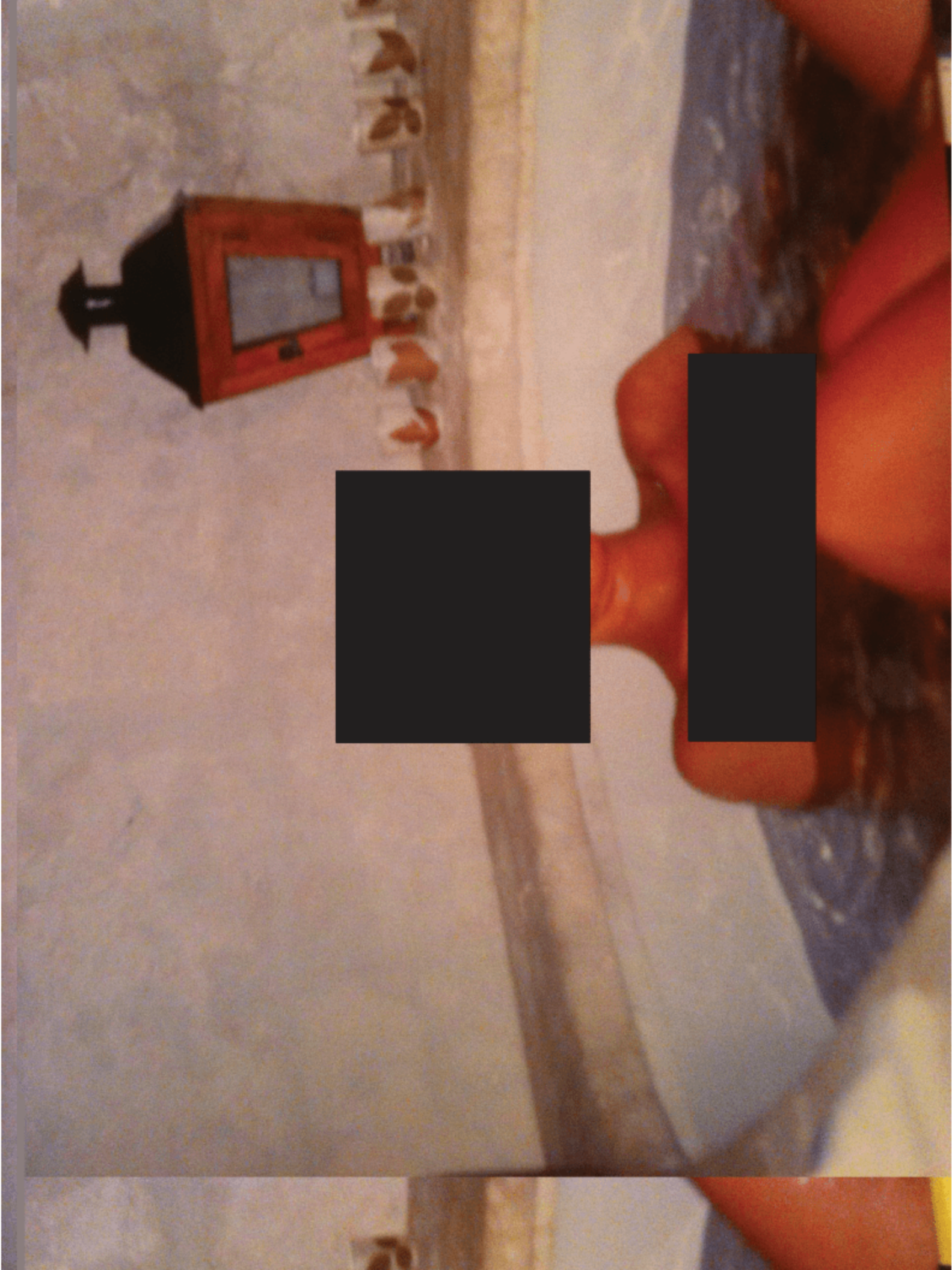




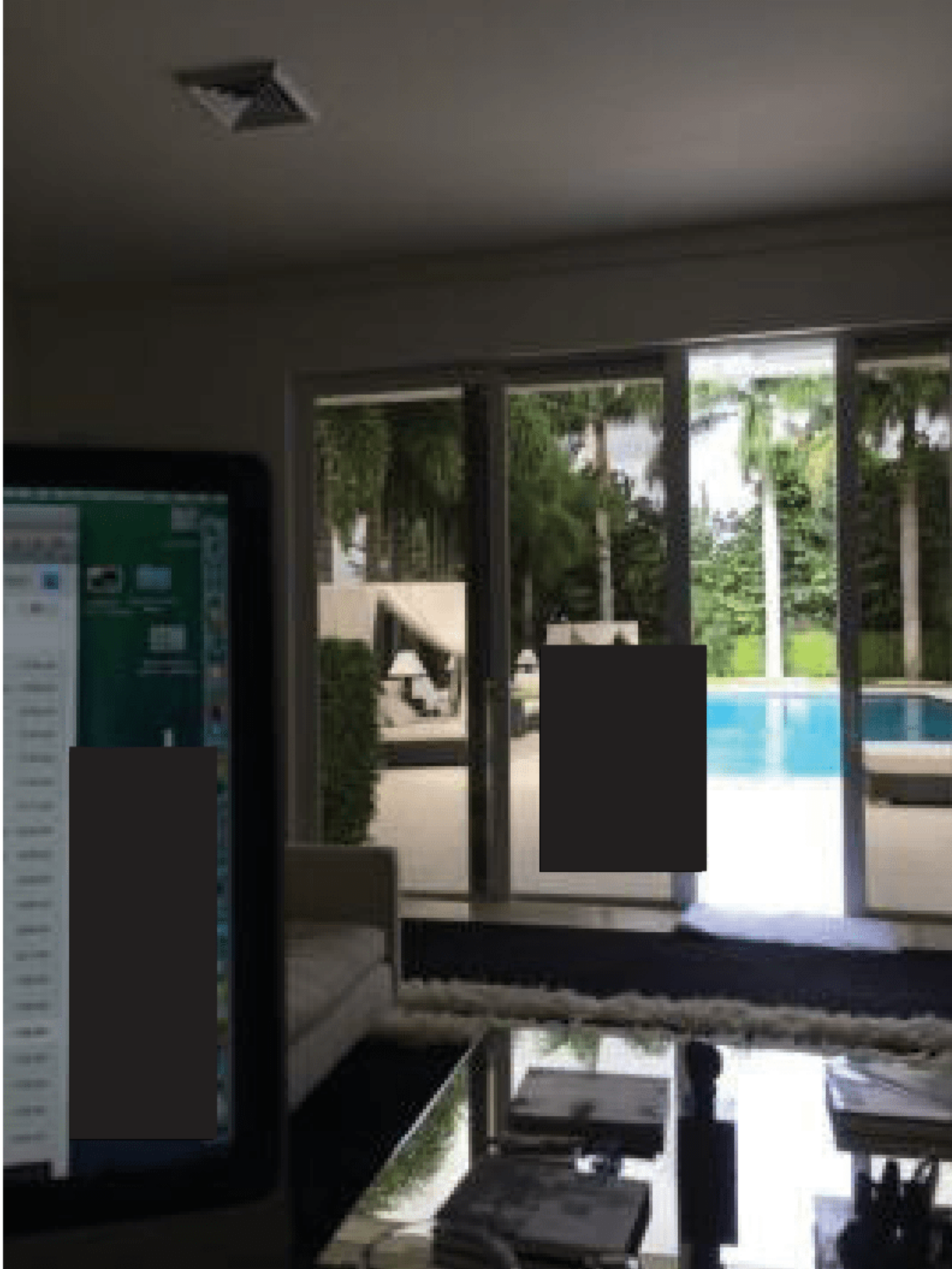








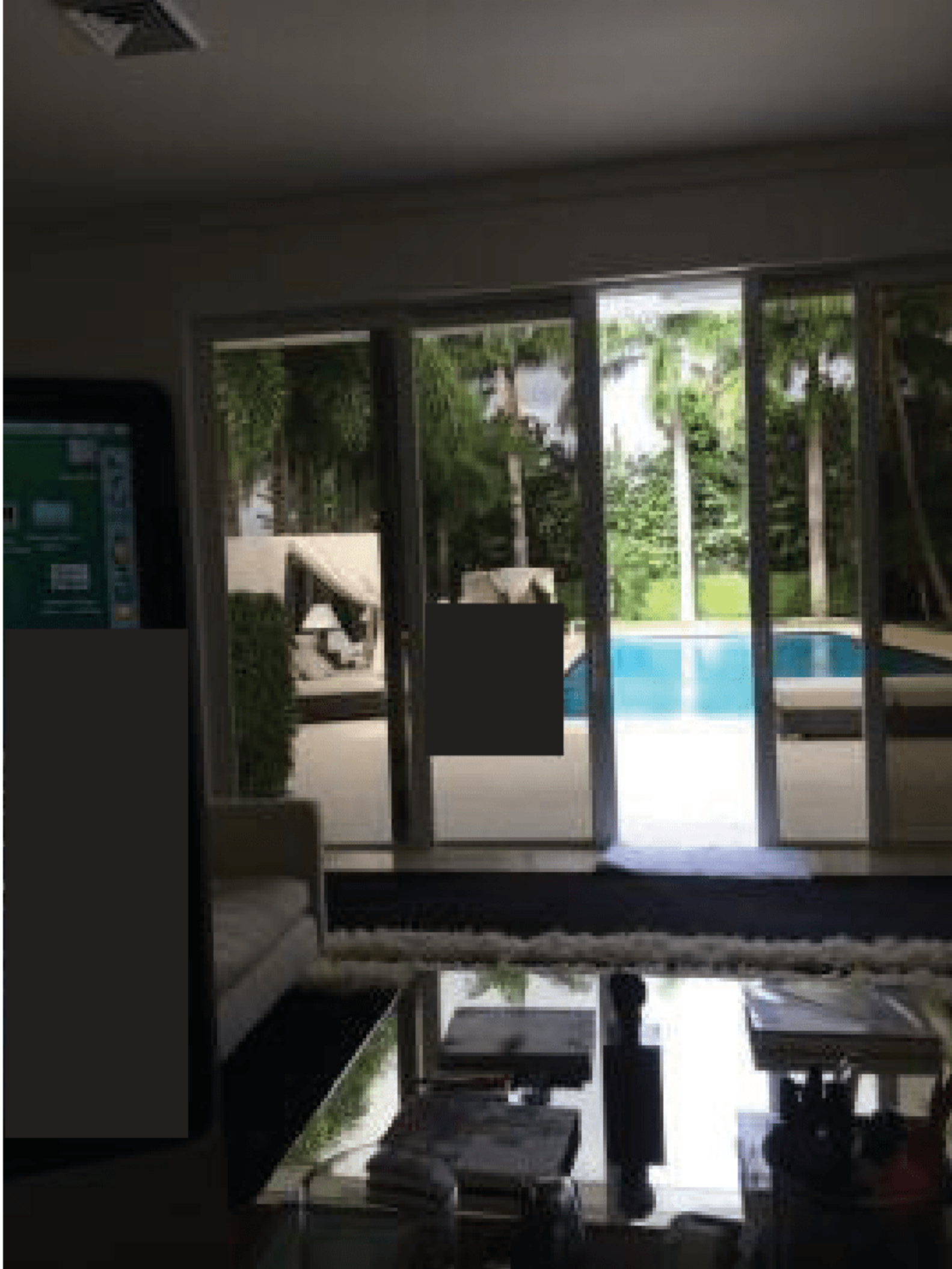




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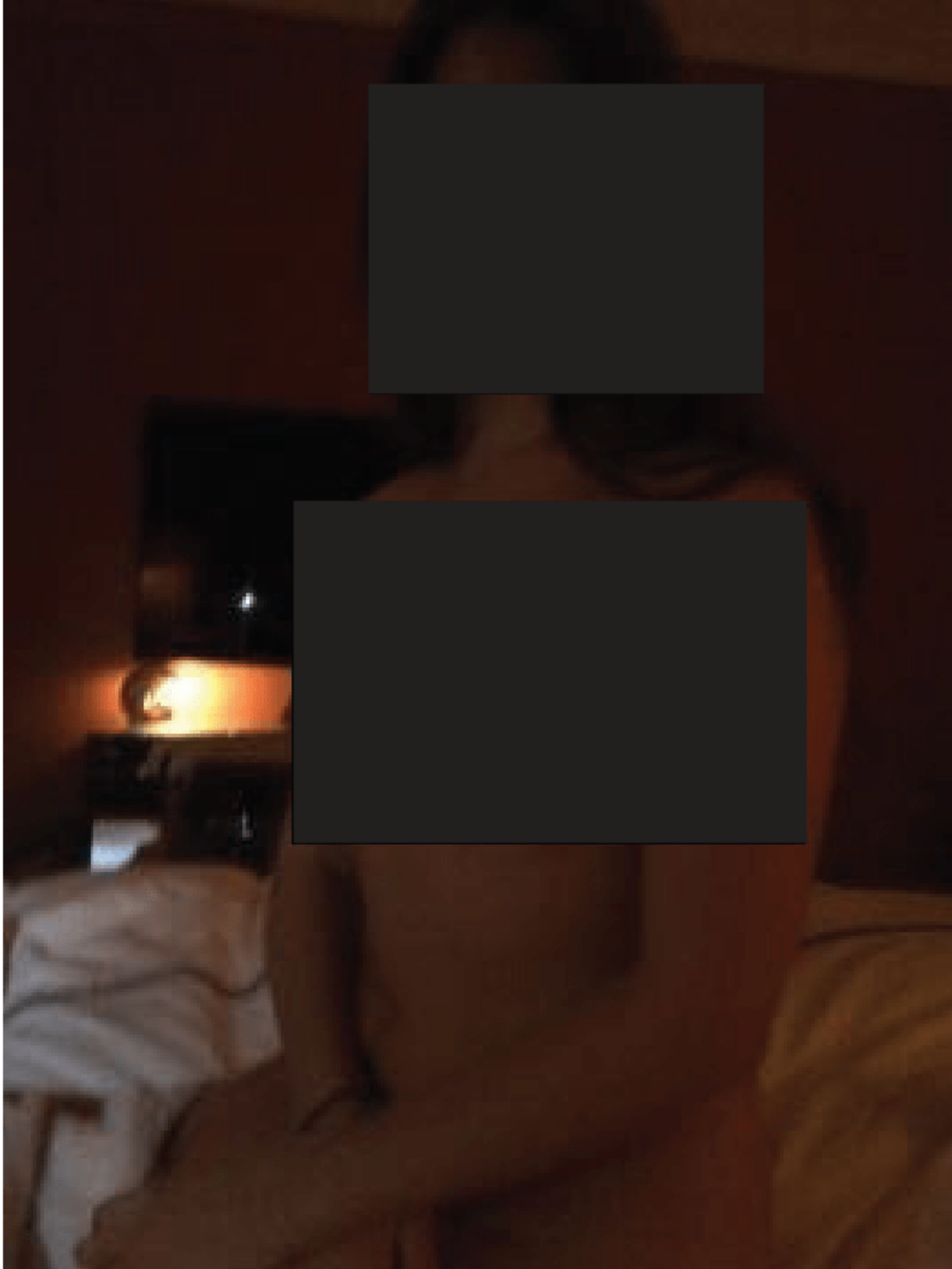


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LOUISE
Camisole: LO1001
Thong: LO2001
Accessory: LO1



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КТО ЭТА ДЕВУШКА?

Нарисованная? Нет, нет, нет, не рисованная! Она настоящая! Моей маме должна быть приятно. И маме. Подарила маме. Она не, нет, нет. Нет. Нет. Нет. Нет. Нет.

Ты не такая красивая, как маме.
Ловишь маму?

Ой, ой. У мамы маме маме. И маме
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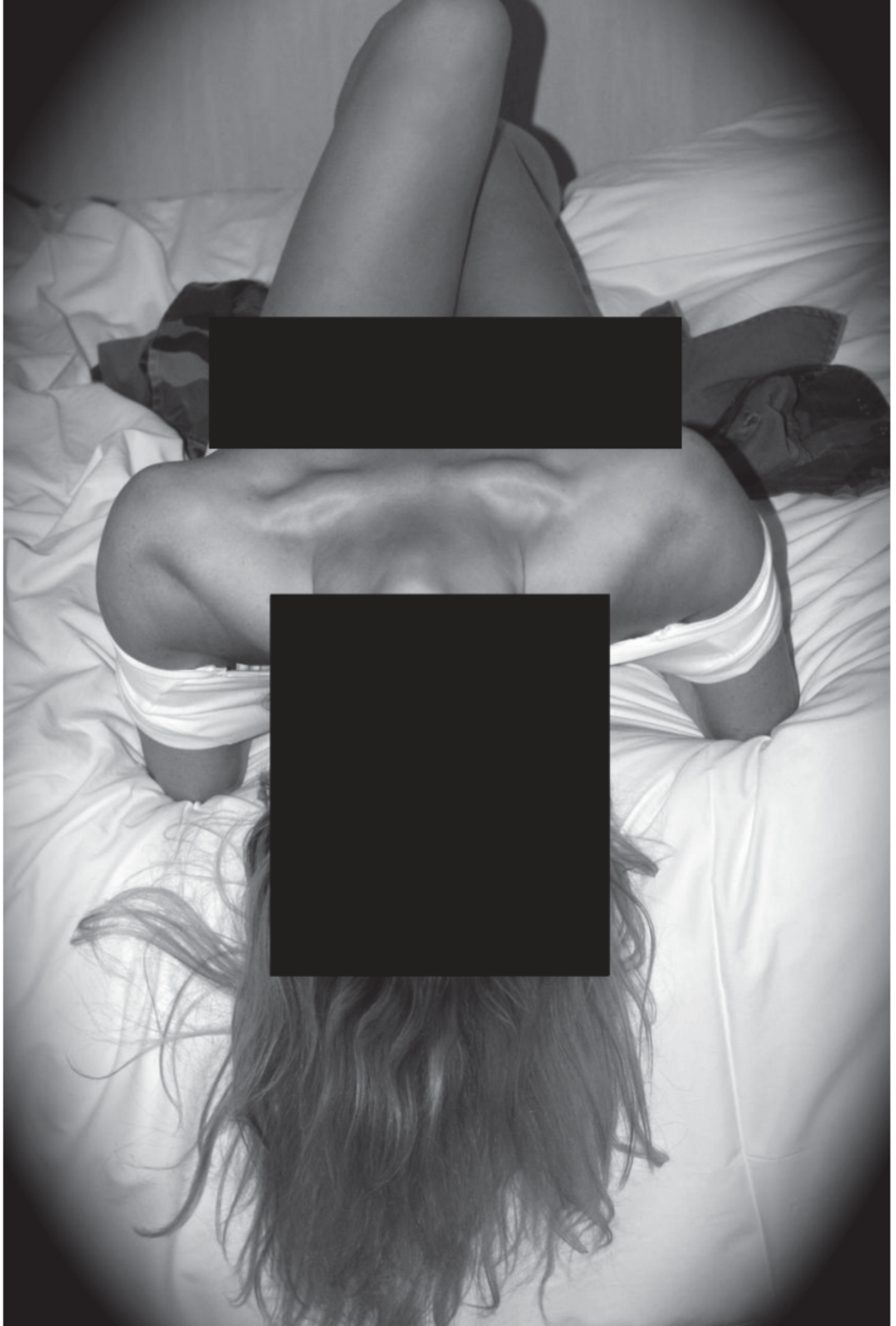
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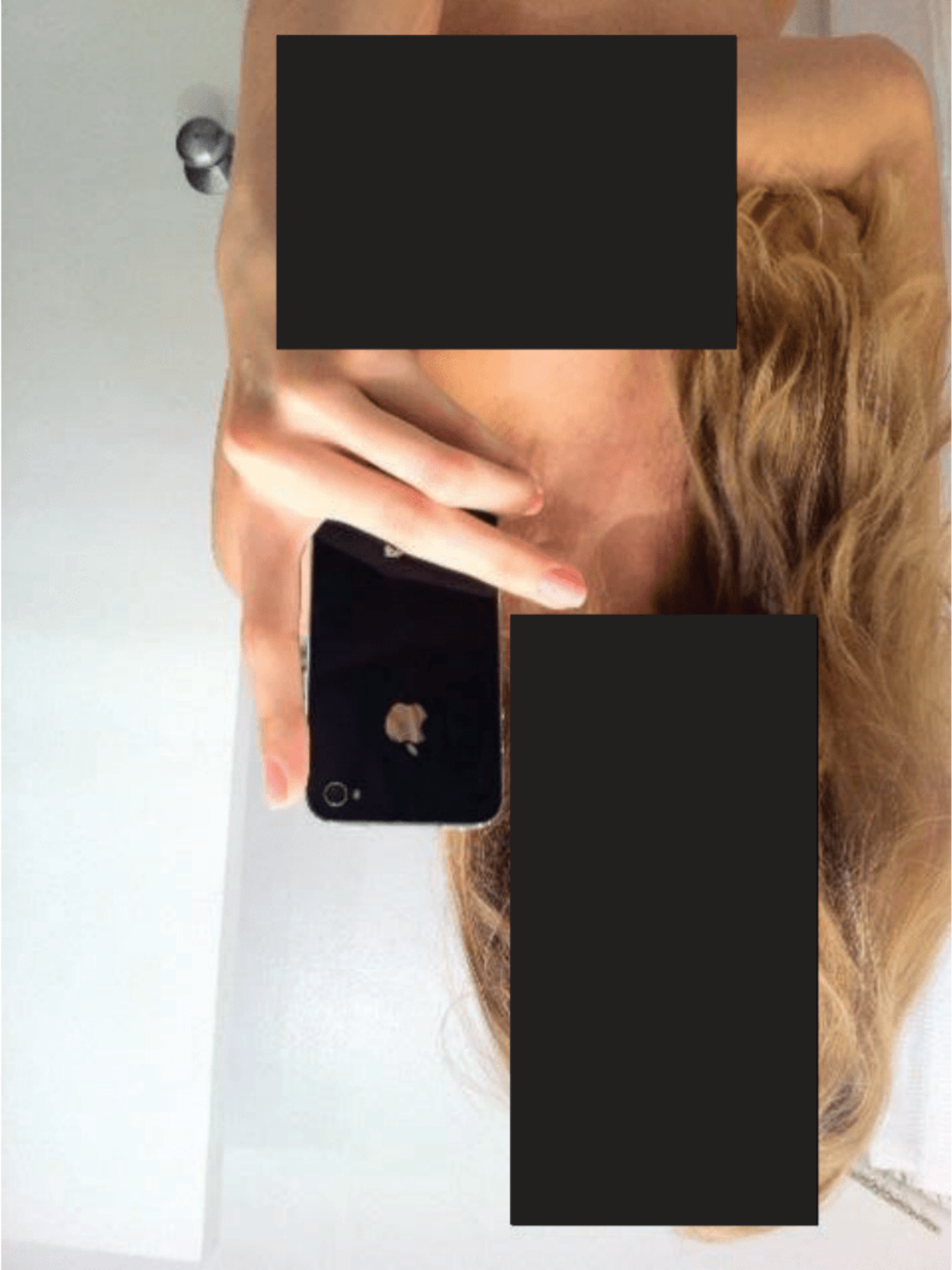
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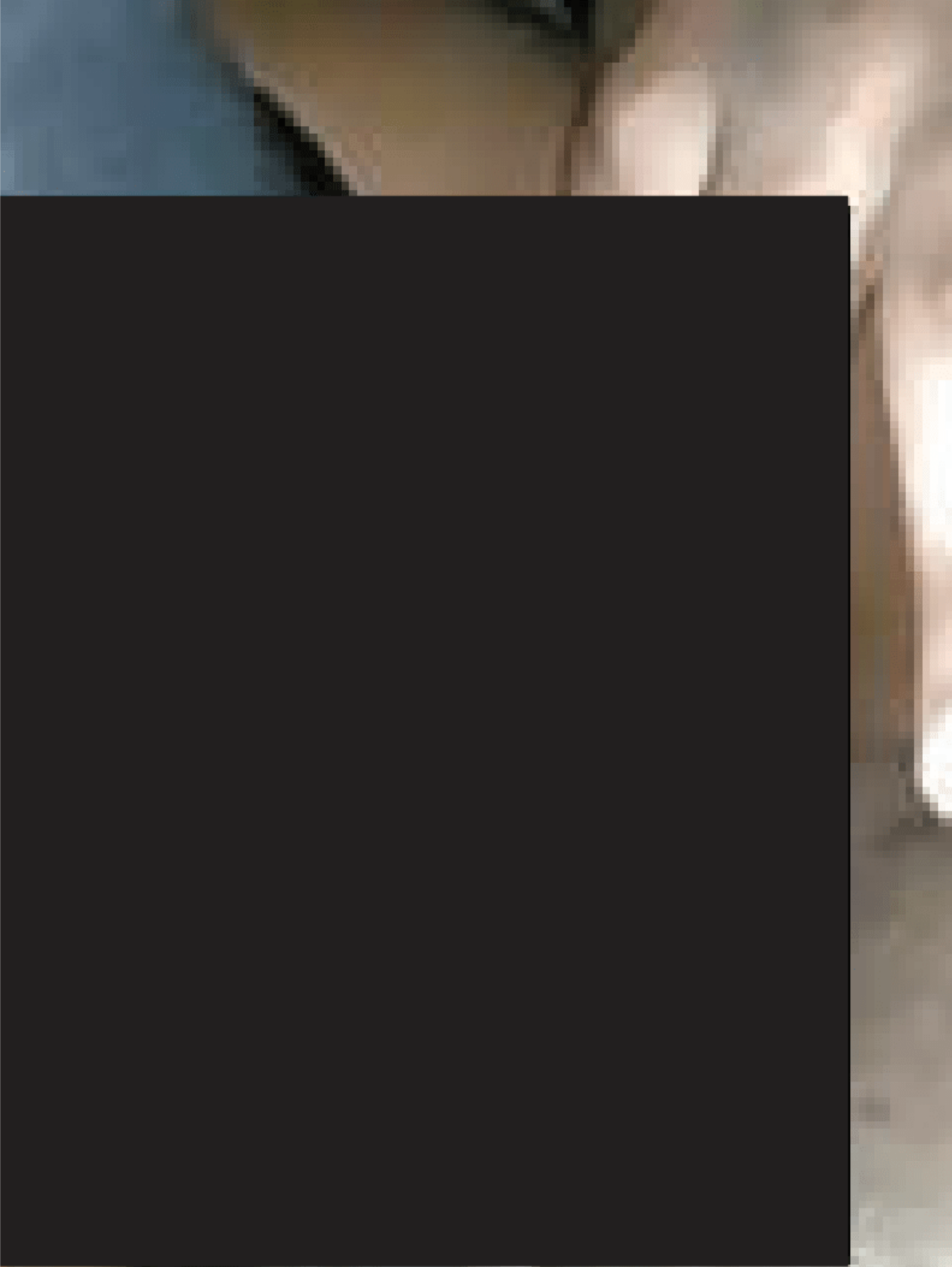








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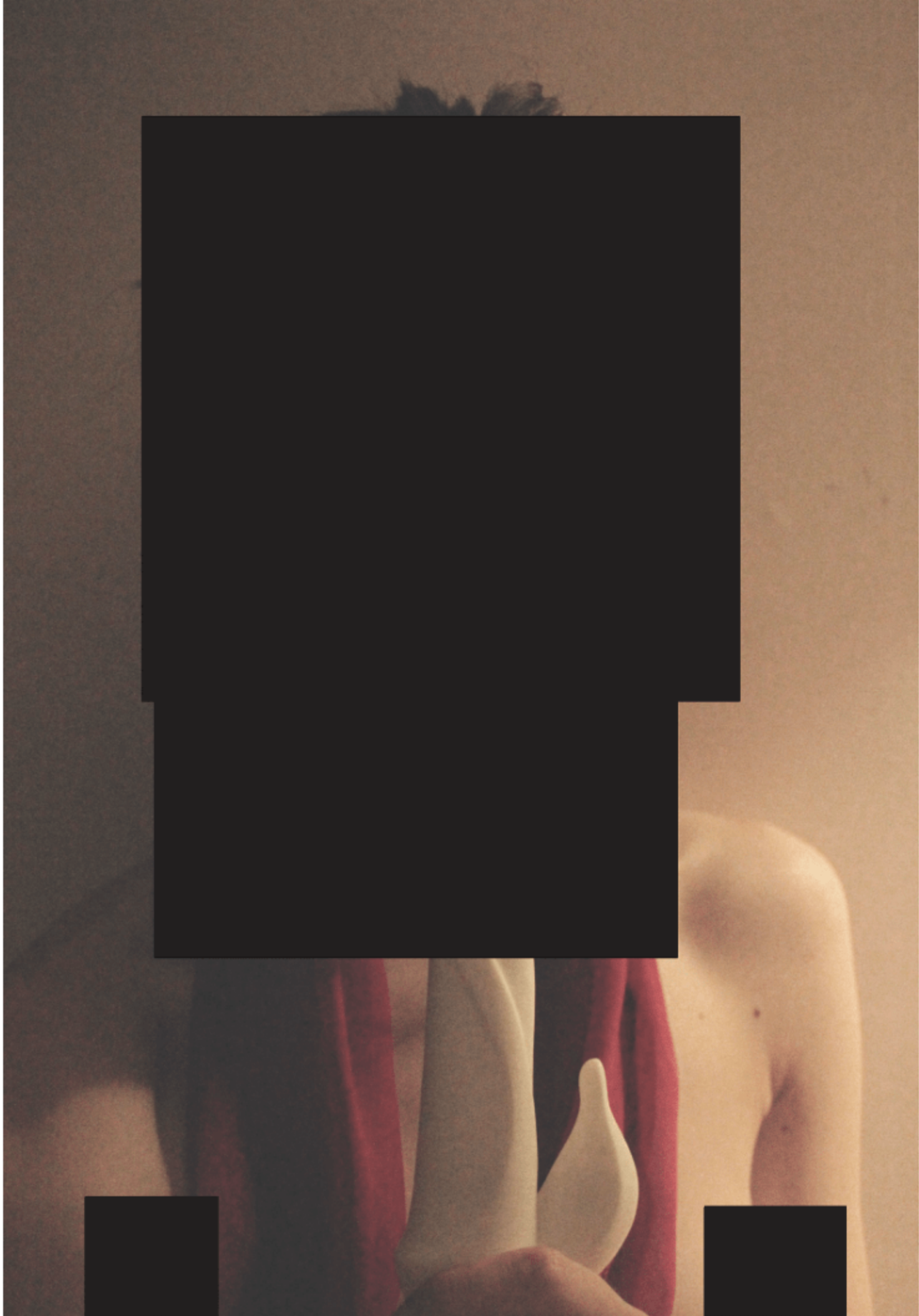












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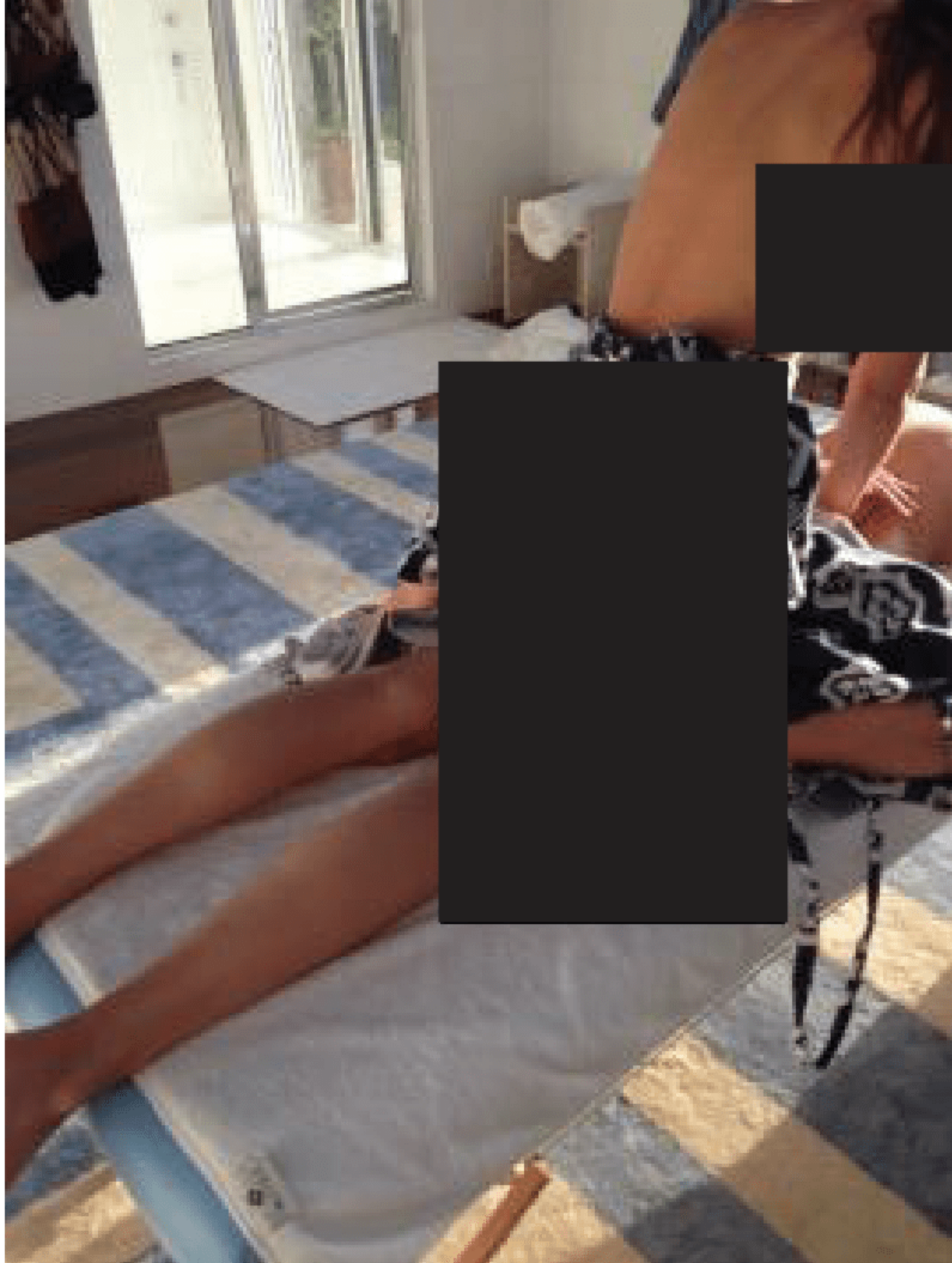




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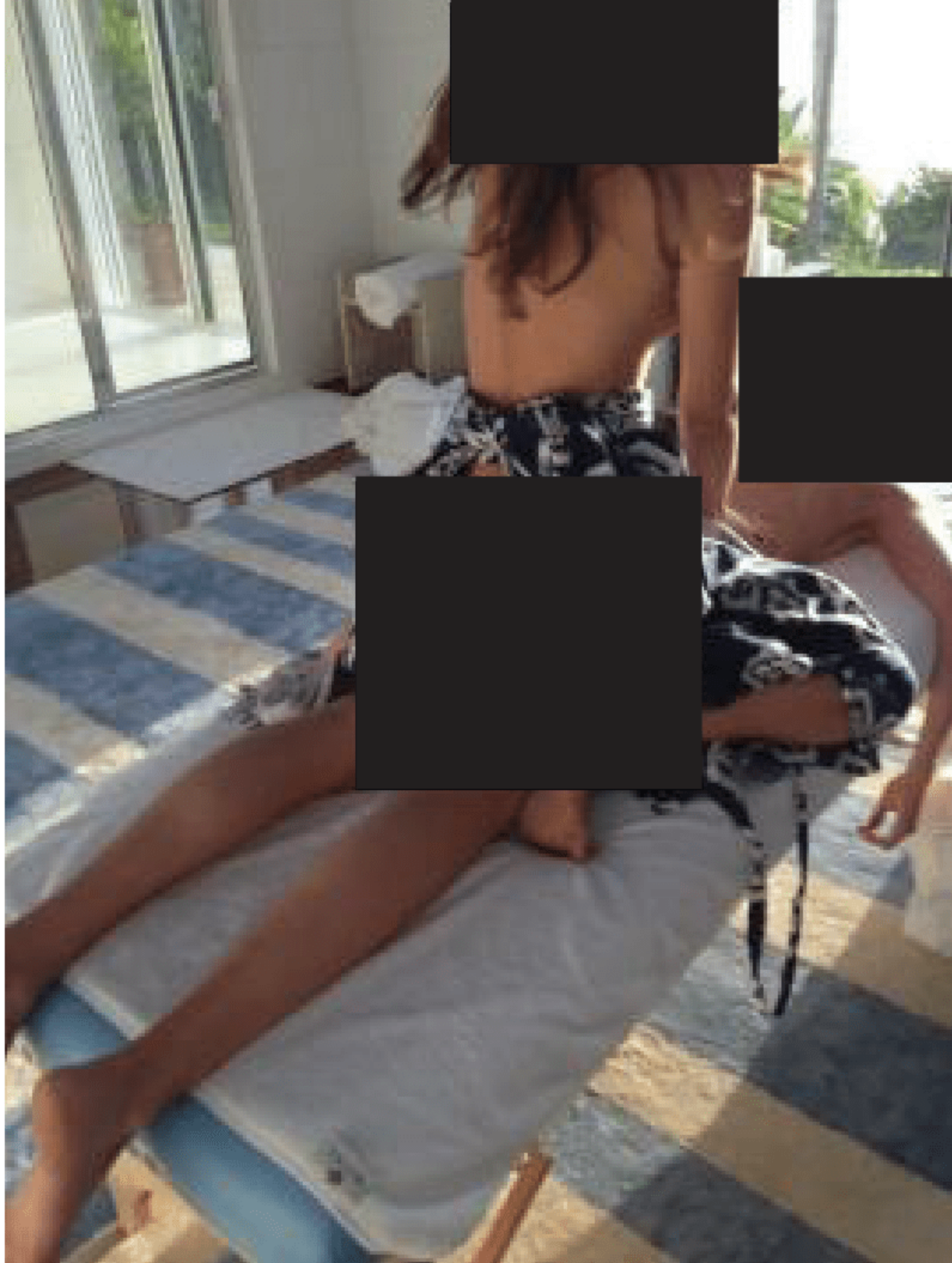
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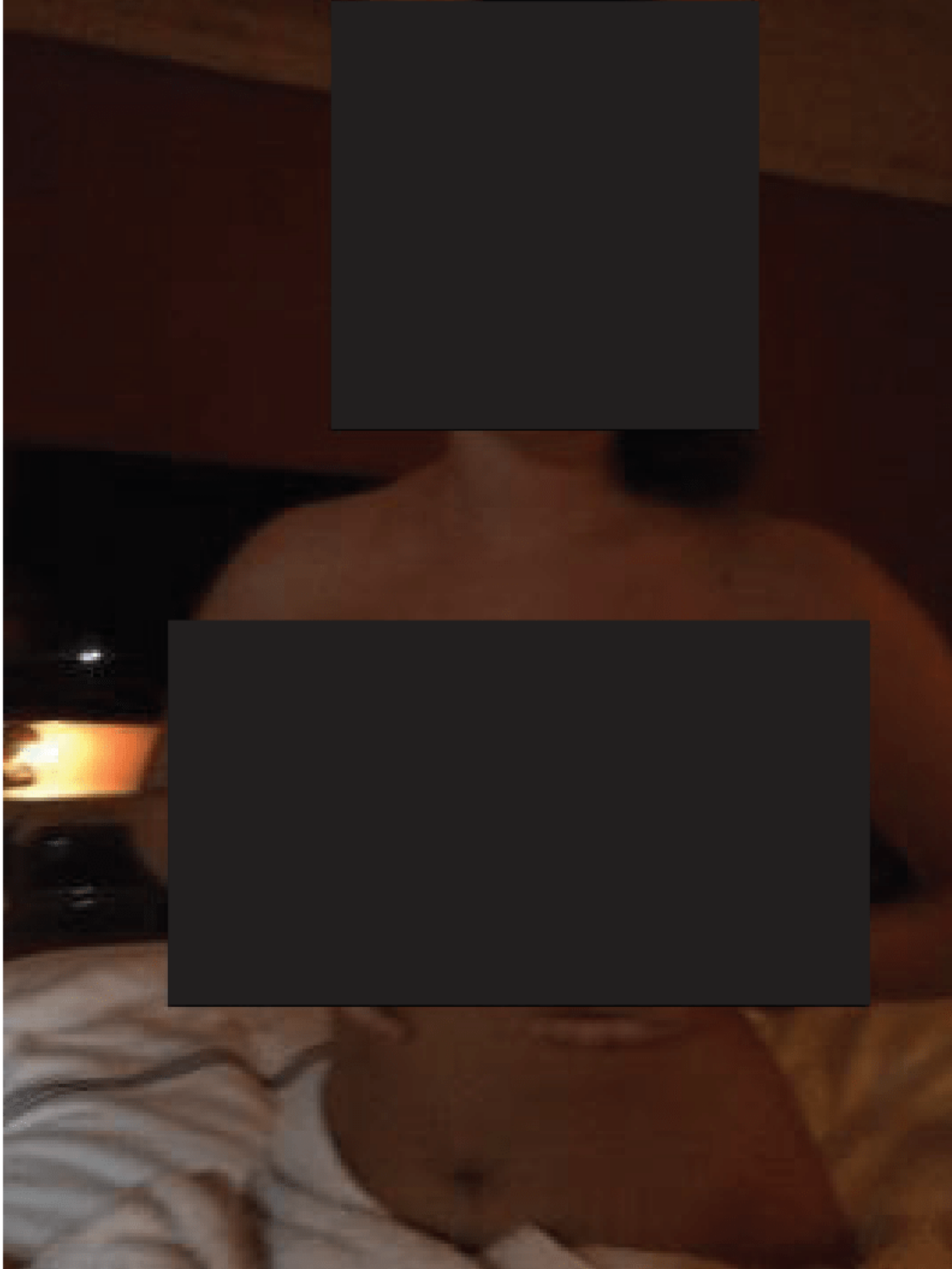
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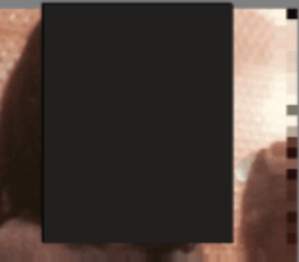


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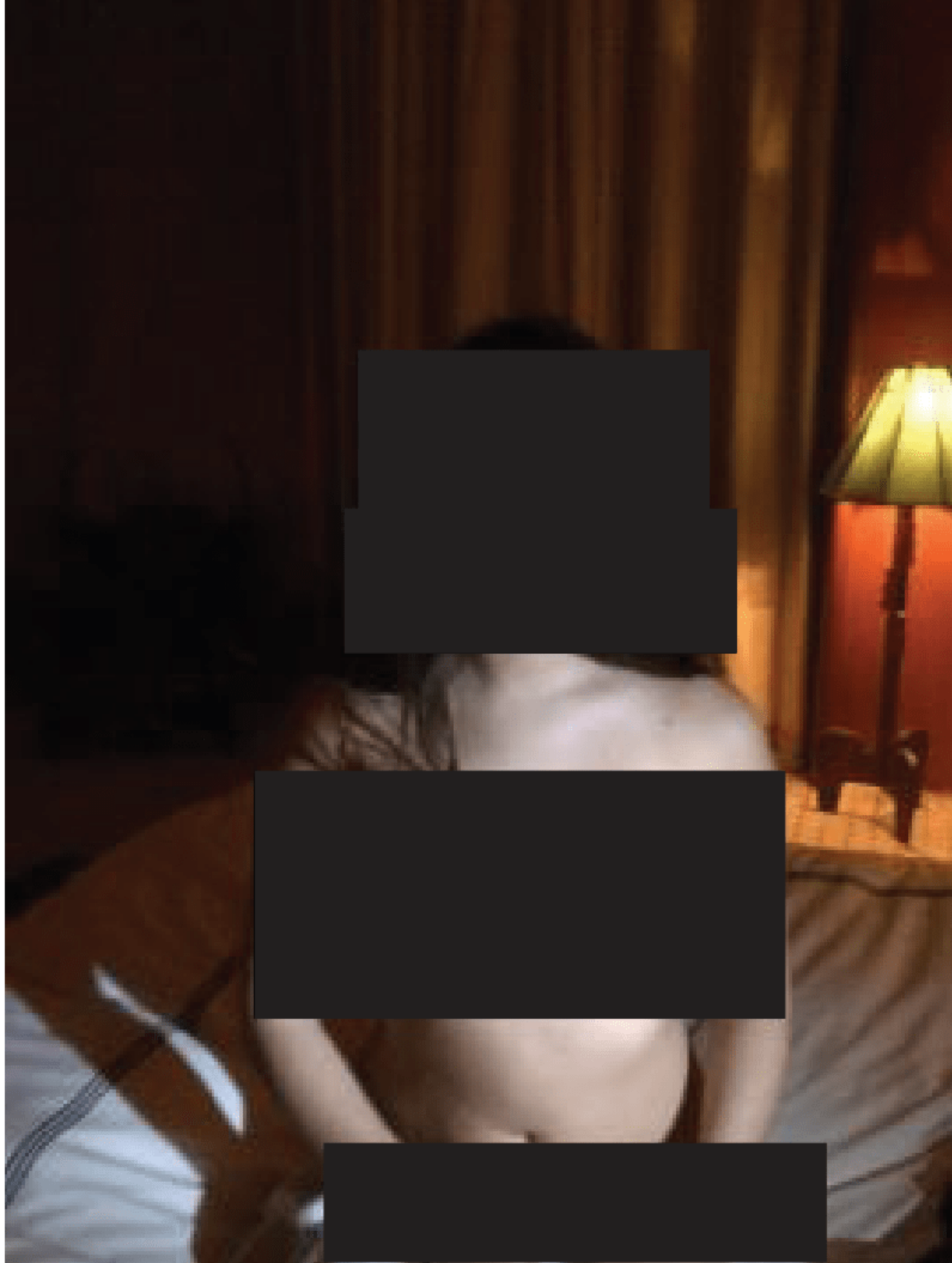




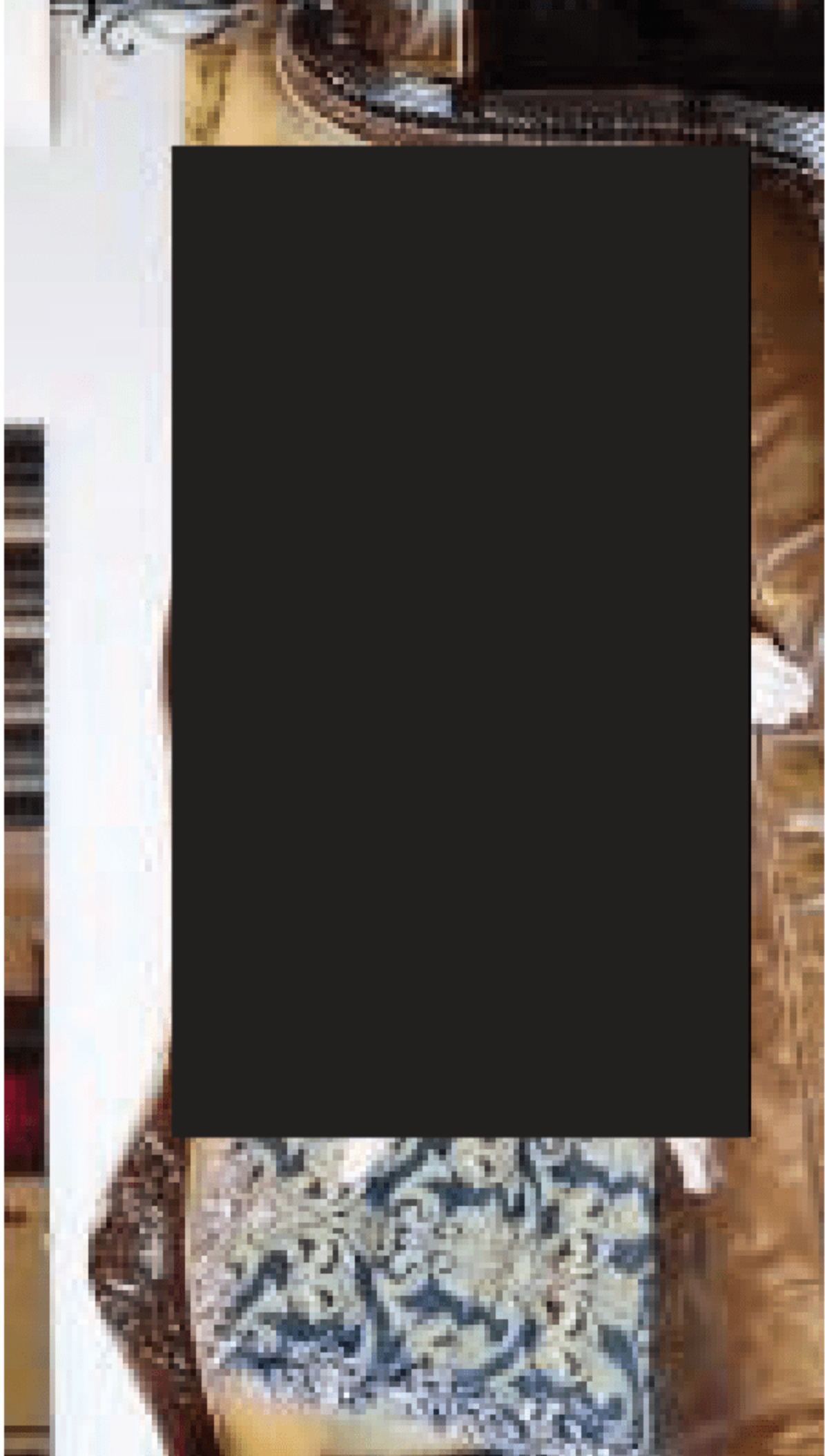


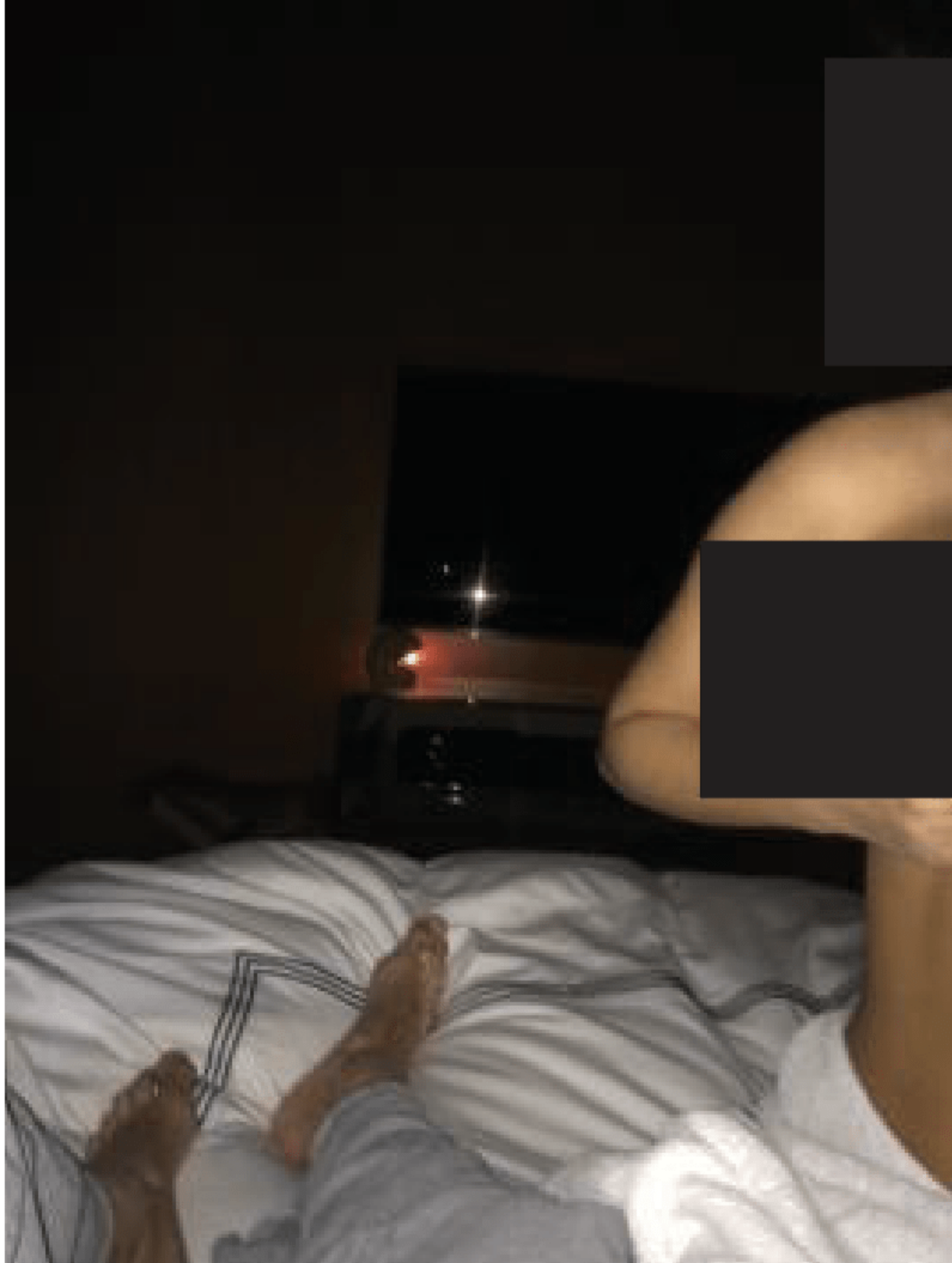


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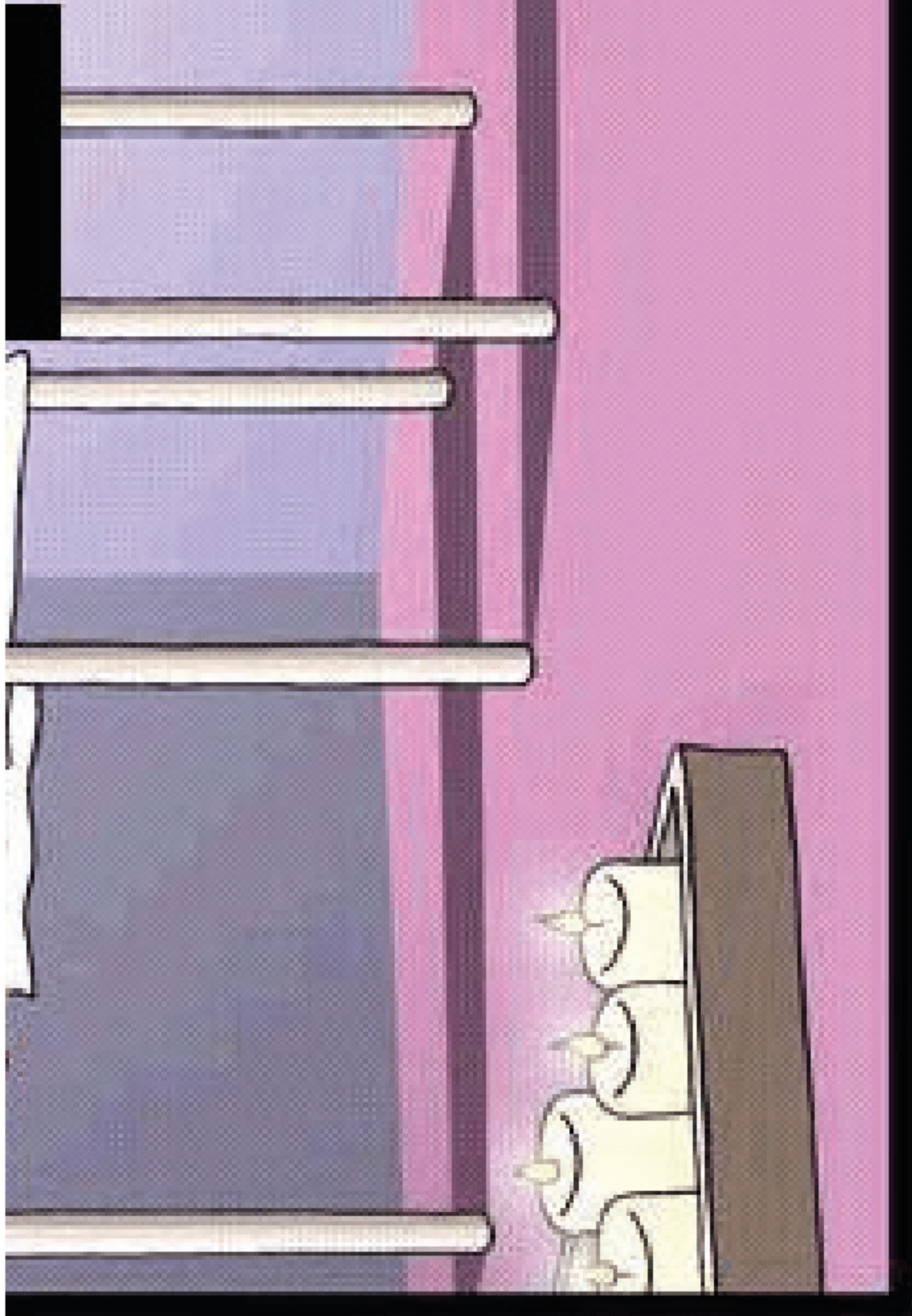


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