



BRAND BOOK

**LALINE**

## *Occasion Wear Redefined*

*Where Elegance Meets Empowerment*

Based in Istanbul



## *Our Story*

Laline was founded with the vision of offering refined occasionwear for women's most meaningful moments. Reinterpreting the classic evening dress through clean, sophisticated lines, Laline promises a luxurious experience shaped by premium fabrics and exceptional craftsmanship.



LALINE — *Designed to be remembered.*



## *Our Muse*

*"Simplicity is the origin of true elegance. A dress matters only when it mirrors who you are."*

We aim to accompany modern, stylish, active, and social women in every meaningful moment of their lives. From daytime gatherings to red-carpet occasions, our designs are created as timeless complements to the modern woman's special days—pieces crafted to leave a lasting impression.



*Flowing cupro silk gown with dramatic mermaid silhouette*





## *The Laline Woman*

The Laline woman embodies a balance of femininity, elegance, and strength. Our philosophy highlights a confident, empowered attitude through minimal and sophisticated design. By avoiding excess and embracing refined simplicity, Laline expresses a charismatic, alluring, and self-assured style.



*Architectural floral  
elegance in timeless black*

# *Our Approach*



We create occasion wear collections, and unlike many brands, we do not focus solely on day or eveningwear. Instead, we design pieces that accompany the modern woman through every elegant moment of her life.

Alongside our evening pieces, we offer designs suitable for cocktail, resort, and elevated day occasions. Most of our styles transition effortlessly from day to night, while others feature removable or interchangeable components, offering multiple looks depending on the event.



*Joyful cotton duo elevated from day to evening*





## *Our Design Philosophy*



By closely analyzing what a modern, active woman needs, we aim for timelessness and longevity that goes beyond global trends.



## *Where We Create*

Every Laline piece is designed and produced in Istanbul's unique creative energy. This allows us full control over artisanal and couture-level hand-finished details, ensuring flawless quality.





# *Collection Codes*



## **Couture Craftsmanship**

Handcrafted floral appliqués and intricate embroideries take center stage, with dedication to detail evident in every stitch.



## **Powerful Allure**

Floral patterns and captivating colors designed to exude confidence and charismatic style—bold declarations, not delicate whisper



## **Adaptable Design**

Versatile styling accessories allow effortless transitions from one occasion to the next, designed for the dynamic modern woman.



## *What We Stand For*



- Minimalist Sophistication
- Timeless Aesthetic



- Quality Craftsmanship
- Contemporary Grace



- Conscious Luxury
- Refined Elegance





## LALINE — *Designed to be remembered.*

Celebrating the unique essence of every woman, each design is crafted to highlight personal expression with refined elegance. Our pieces are not just worn—they become a canvas for confidence, character, and unmistakable presence.







# *Contact Us*

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