

# WASH T O C H P H

Founded in the 1950's in the Côte D'Azur, Féraud achieved huge success in an incredibly short amount of time, making creations for the likes of Brigitte Bardot and Roger Vadim, the iconic figures of the era.

With a history rich in fame and fortune, Louis Féraud paved the way for a brand that is still hugely desirable across the globe. After his demise in 1999, the German house Baumler took the reigns and created a complimentary label, Féraud Red and teamed it with the already successful Ivory collection. The Red collection has a slightly edgier and younger feel and is directed to the man who aspires to be seen in all the right places, whilst the Ivory collection remains loyal to its history of classic, understated elegance.



With suits for all styles and occasions, shirts to be worn with jeans, classic linen trousers or city suits, stunning cashmere knits, cheesecloth hand dyed scarves, beautifully designed silk ties and dapper leather belts, Féraud is a brand for all men and all seasons.

Key pieces this season include their cricket style jumpers and their cheesecloth hand dyed scarves – a great example of the label's versatility.

[www.feraud.com](http://www.feraud.com)

LOUNGE 35