

LYNE JULINE

INSPIRATIONAL BAGS IN LIMITED EDITION VERSIONS



Creator and artistic director of her eponymously titled brand, Lyne Juline creates timeless and elegant bags, available in limited editions. We met with the designer for an exclusive interview for Blush Magazine.

Interview by Quïtterie Pasquosoone - Translated by Emma Lingwood

What does the Lyne Juline brand offer?

I think that creation in the field of leather goods today is too ephemeral and too focused on fashion trends. We tend to live in the moment, without paying too much attention to the future and with little regard for the past. Therefore, I would like the Lyne Juline brand to offer a timeless, classic range of leather goods that are attractive to all generations. My creative motto, if I can define it that way, is the following: timeless originality and absolute exclusivity. Hence the importance of limited editions. Each model exists in just one hundred or so copies. In a sense, customers choose a Lyne Juline bag for its exclusive aspect. My bags break free from the straitjacket of seasons and fashion trends. They are a refusal of uniformity, of wearing difference with pride.

Where does your inspiration come from?

I was born in Paris. My mother's Algerian and my father comes from Martinique. The richness of my blended origins has been a source of inspiration; it has provided me

with a certain open-mindedness and has constantly fired my imagination. I instinctively work with colour and enjoy creating harmonies between colours. I am curious by nature and I love observing people and everything around me. My creative process begins by focusing on an emotion, by observing an architectural detail or a simple everyday activity. For example, some of my designs feature an integrated wallet. I got the idea for this when looking for loose change at the bottom of a bag. I wanted to make it possible to access your spare change even when your bag is closed. In the creative process, you need to ask yourself questions about the functions of the bag and what could be done or what detail could be brought to make everyday life easier. Similarly, I have created several models in microfiber leather in response to the demands of my vegan customers.

Can you tell us about your background?

I'm self-taught. I've been drawing and designing since I was a teenager. I used to copy the designs for dresses from mail-order catalogues. In 2012, after

my studies in law, I decided to open a ready-to-wear boutique. I made a first trip to China to meet with suppliers. When I got back, I realized that my store would simply be selling copies of luxury brands. I decided to create my own brand instead. I took graphic design classes and I designed my first models, inspired by the tote bag. In 2017, I created my first line of men's bags. In September 2019, Lyne Juline participated in Paris Fashion Week.

Where does your passion for bags come from?

I like accessories, shoes, jewellery, hats and of course, handbags. For me, a handbag is the final touch to any outfit. I believe that every moment of daily life should have its own special bag. In fashion and on the high street, I have never found the ideal bag to satisfy these moments. This is why I decided to create them myself. The handbag is a companion. The ultimate fashion detail.

How would you define your style?

I want the Lyne Juline brand to be timeless, extremely chic, sporty and smart. I want to

create a sense of surprise but without provocation. I want to transform handbags, messenger bags and clutches into a highly personal accessory. When designing for women, my aim is to combine elegance and practicality. I want my creations to have an immediate impact so that customers fall in love with them at first sight. When it comes to men's designs, my collections offer a range of colours and details in a world of male accessories that up until now have been somewhat basic. I want men to be able to accept and embrace their feminine side.

Who is the target audience of your creations?

I want my designs to be a stylish and practical partner, whatever the circumstances, for the modern and dynamic man and woman, who lead an active life. My products are designed to be a distinguishing feature. The man or woman sporting a Lyne Juline bag seeks to stand out from the crowd. They are the ambassadors of the brand.

FURTHER INFORMATION:
WWW.LYNEJULINE.COM