

MADLUV

CASHMERE GOES POP

MADLUV , the cashmere brand Pop and Rock !

The cashmere brand MADLUV was born in the heart of avant-garde Paris. MADLUV has fun with the cashmere and play with this high-quality matter, inspired by the pop/rock musical universe.

Madluv is two ideas in one only word : **Mad** for the madness added to every creations and **Luv** for the love that is brought, and also for the wink to the repetitive and penetrating melodies that bring up our spirit ...

*BLACK MDLV
Cardigan*

*STREET
Trousers*



*RED MDLV
Jumper*



*GRRR !
Jumper*



POP MARINIÈRE
Jumper



BAM Jumper



The brand embodies also the success of this psychedelic mixture between two universes very different : the elegance of the cashmere and the casualness of a hypnotic and destructured rock.



SKOOP

RELATIONS MÉDIAS
& INFLUENCEURS

Bérénice Tronche – berenice@skoop-rp.com – 01 75 77 14 27