

Alix De Moussac

La Nouvelle



Alix de Moussac has been a fashion designer and illustrator for 14 years and has worked for major designers and magazines around the world: for example Vogue, Swarovski and Paco Rabanne.

In 2006, she created her eponymous label of women's lingerie, and in 2014 created La Nouvelle with Aurélie Grandemange who specialises in marketing and financial strategies. All models are designed and made in France. The same year, 2014, she was a laureate of the Mediterranean Fashion Prize (MFP).

Each piece is entirely handmade, with extraordinary finesse, delicacy and skill. This underwear is revealing, yet worn like a fashion accessory: what is supposed to be worn underneath actually makes a fashion statement.

The collections are available from their boutique in Marseille and on-line store.

Website: lingerie.lanouvelle.com