

JUNE 05TH 2024

BOURG LUXE

2024

WHAT'S NEXT?

FUN IN THE SUN
MIAMI

MODERN FASHION:

**J.A.B/
FUEGO**

LUXE WASHING TIPS

**HOW DO
YOU
TURN
STREET
WEAR
LUXE?**





CONTENTS

PAGE 3

COLLECTION INTRO

PAGE 6

BRAND SYNOPSIS

PAGE 9

COLLECTION

PAGE 4

COLLECTION SUMMARY

PAGE 7

COLLECTION

PAGE 10

COLLECTION

PAGE 5

DESIGNER INSIGHT

PAGE 8

COLLECTION

PAGE 11

SS BOURG SUNSET



CONTENTS

PAGE 12

MATERIAL BREAKDOWN

PAGE 15

WHAT'S NEXT?

PAGE 13

LUXE CLEANING TIPS

PAGE 14

UPCOMING EVENTS



Don't Chase, Attract

Welcome to the realm of Bourg Luxe, where opulence meets urban sophistication. Our Summer 2024 collection, "Don't Chase, Attract," embodies a refined sense of confidence and style. This season, we are redefining distinction.

Our pieces are more than just apparel; they are an invitation to embrace your innate allure. Each item is meticulously crafted from premium materials, epitomizing the art of attraction. Step into the limelight with "Don't Chase, Attract" and let your style make a lasting impression.

DESIGNER'S INSIGHT: THE VISION BEHIND "DON'T CHASE, ATTRACT"

**HEADER: A WORD FROM OUR CREATIVE
DIRECTOR**

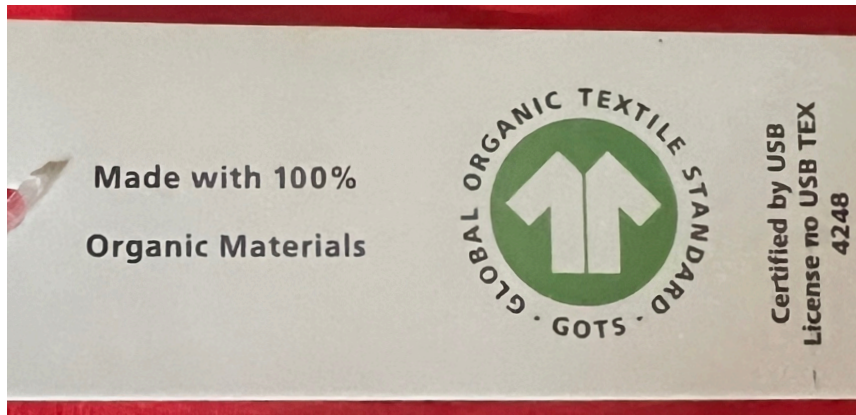
At Bourg Luxe, we believe that true luxury is an effortless expression of style. The 'Don't Chase, Attract' collection encapsulates this ethos. We've fused sleek silhouettes with bold, statement pieces to curate a line that exudes confidence and sophistication. Each design is crafted to be both versatile and distinctive, empowering our clients to make a commanding impression with ease. This collection is for the visionaries, the achievers, and those who understand that true allure lies in attraction, not pursuit.

Our Summer 2024 collection is a testament to meticulous craftsmanship and innovative design. From the initial sketch to the final stitch, every piece is thoughtfully created to enhance the wearer's natural charisma. Luxurious fabrics, impeccable tailoring, and avant-garde details converge to form a collection that is both contemporary and timeless. Whether it's a chic ensemble for an urban adventure or an elegant outfit for a sophisticated soirée, 'Don't Chase, Attract' offers a range of styles that seamlessly blend comfort with high fashion. Embrace the new season with a wardrobe that speaks volumes, and let Bourg Luxe be the canvas for your unparalleled elegance.

INTRODUCTION

CULTURE

At Bourg Luxe, our brand ethos is rooted in the seamless fusion of urban culture and high-end fashion. We are dedicated to creating pieces that reflect individuality, confidence, and sophistication. Each collection is crafted with meticulous attention to detail, using only the finest materials to ensure timeless elegance and unmatched quality. Bourg Luxe stands for the belief that true luxury is effortless, and our designs empower you to make a statement without saying a word.



NEW SIGNATURE

At Bourg Luxe, we redefine streetwear by infusing it with unparalleled luxury. Our designs blend urban edge with sophisticated craftsmanship, using premium materials and meticulous detailing. This fusion creates unique, statement pieces that elevate everyday style into an expression of refined elegance. Streetwear meets opulence at Bourg Luxe, transforming the ordinary into the extraordinary.





French Terry Essentials

Classic Comfort: Experience the perfect blend of comfort and sophistication with our French Terry Crewnecks. Constructed from high-quality French terry fabric, these crewnecks provide a soft, plush feel while maintaining a lightweight, breathable structure. Ideal for layering or wearing on their own, they feature a modern cut and refined details that ensure you stay chic and comfortable all day long. These crewnecks are a testament to the enduring appeal of classic, well-crafted essentials.



Body Sculpting Bodysuits

Flawless Fit: Enhance your silhouette with our Body Sculpting Bodysuits. Designed to hug your curves and provide a smooth, flattering fit, these bodysuits are crafted from premium materials that offer both comfort and support. Whether paired with high-waisted jeans for a casual look or a sleek skirt for a night out, our bodysuits are versatile pieces that exude confidence and style. Embrace the perfect combination of form and function with these must-have wardrobe staples.





Breathable Crop Tops

Effortless Chic: Stay cool and stylish with our Breathable Crop Tops. Made from lightweight, breathable fabrics, these crop tops are perfect for hot summer days and dynamic streetwear looks. Featuring contemporary designs and a comfortable fit, they can be easily paired with high-waisted shorts, skirts, or jeans for a trendy, laid-back vibe. Elevate your summer wardrobe with these effortlessly chic crop tops that offer both style and comfort.





400GSM Organic Cotton Hoodies

The Ultimate Hoodie: Elevate your casual wardrobe with our 400GSM Organic Cotton Hoodies. Crafted from premium organic cotton, these hoodies offer a luxurious feel and exceptional durability. The heavyweight fabric provides warmth and comfort, making it perfect for cool summer evenings or layering during transitional weather. With a modern silhouette and meticulous attention to detail, these hoodies are designed to make a bold statement while ensuring you stay effortlessly stylish.



MIAMI SUNSETS -SS BOURG

MATERIAL BREAKDOWN

SUPIMA COTTON

Our Supima® cotton is sourced from top 1% grade cotton grown on verified Supima® American cotton farms, ensuring the highest quality material for our customers. We prioritize elevating the quality of our designs by using this incredibly soft and durable cotton. Our focus on providing luxe quality material allows us to maintain a high standard, as this traceable cotton has a well-deserved reputation for being the finest available worldwide.



GOTS ORGANIC COTTON

Our GOTS 400gsm organic cotton factories are under strict compliance that aligns with globally recognized sustainability standards. This has always been an extremely reliable form of production as sustainable practices yield the most high quality crop. With the assurance of our GOTS certification, our fleece products speak for themselves in quality and in trust.



FRENCH TERRY

Our organic, ultra-soft cotton French terry blanks are made from a custom knit fabric with looped yarns on the interior and a smooth, luxurious surface on the exterior. Additionally, no toxic dyes, chemical fertilizers, pesticides, or formaldehyde were used in the production of this product.



LUXE CLEANING TIPS

1. TURN INSIDE OUT

Turning luxury clothing pieces inside out before washing and drying reduces surface friction, prevents color fading, and protects delicate details and prints. This practice minimizes wear, pilling, and damage, helping to maintain the garment's appearance and prolong its lifespan, ensuring long-lasting elegance and style.

2. WASH WITH LIKE COLORS

Washing luxury clothing with similar colors prevents color bleeding and dye transfer, maintaining the original hues and appearance of each garment. This practice reduces the risk of discoloration, keeps whites bright, and darks deep, and helps preserve the overall quality and longevity of the clothing. By washing similar colors together, you ensure your luxury pieces remain vibrant and in excellent condition.

3. DRY CLEAN/AIR DRY/HANG DRY

Hang drying luxury clothing pieces preserves fabric integrity by reducing wear, shrinkage, and deformation while maintaining color vibrancy and shape.

This method minimizes wrinkles and extends the garments' lifespan by avoiding the harsh effects of machine drying. Additionally, it offers environmental benefits by conserving energy and reducing utility costs, while enhancing freshness through natural air drying. Overall, hang drying ensures that luxury clothes remain in excellent condition, providing long-lasting elegance and style.



UPCOMING EVENTS

RUNWAY 7- NYFW Feb 2025 SPRING



Runway 7 is a premiere Fashion Week production company representing the best in cultural diversity by integrating international designers, media, celebrities and commerce every season. Its expansive lifestyle marketplace includes designers and guests ranging from fashion and art to design and music, striving for excellence in presenting every season's must-see shows, performances and installations

"Fun in the Sun" -May 2024

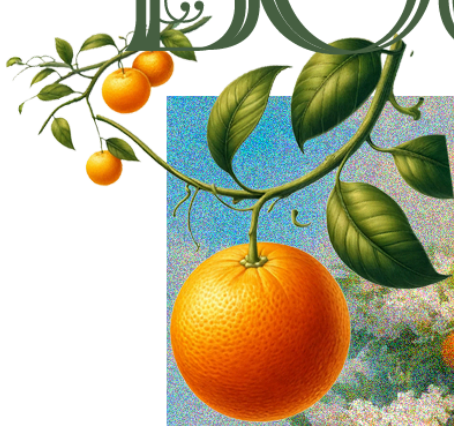
Bourg Luxe celebrated the unveiling of our "Don't Chase, Attract" collection in unforgettable style with our "Fun in the Sun" event. We embarked on a sunset cruise through Miami aboard a luxurious yacht, capturing the essence of our collection with an exclusive photoshoot set against the breathtaking backdrop of the Miami skyline. Guests enjoyed an evening of elegance and excitement, mingling under the golden hues of the setting sun, all while experiencing the latest in luxe streetwear firsthand. It was a night where fashion met the horizon, truly embodying the spirit of our new collection.



WHAT'S NEXT



BOURG LUXE



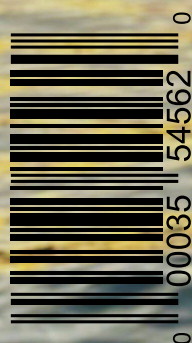
SUMMER MEMENTOS

DESIGN DEPARTMENT



SUMMER COLLECTION 24'

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