

Press Release

December 2005

Close-up on “Lamda prime” and “Lamda”, cutting-edge fashion collections

Founded in 2004, LAMDA launched two collections in winter 2004-2005:

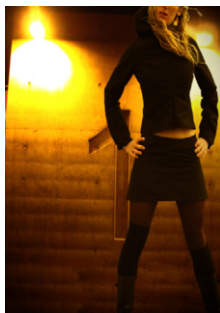
- *Lamda Prime*, is a “young designer” collection. The designs are unique, hand-sewn works, the result of considerable aesthetic and artistic research beforehand.
- *Lamda*, which more of an “urbancouture” ready-to-wear collection, is mass-produced. This collection is the industrial version of *Lamda prime*.

By seeking first and foremost to swim against the tide of the major chain stores’ policy, LAMDA has given its creative work a certain exclusivity. In this way, it is aiming develop a ready-to-wear line with a personal style, capable of offering something to each individual and liable to appeal to all women, whatever their preferences.

With its “urbancouture” style, LAMDA is combining urban-ethnic trends and street fashion. It draws its inspiration where urbanwear and chic top-of-the-range ready-to-wear clothing meet, constantly seeking innovative materials and cuts.

The two young women are presenting collections which combine refined shapes, superimposition effects, natural materials and elegant, feminine lines. Highlights includes waisted strapless tops mixed with sweatshirt hoods, combat gear decorated with jewelry, a few colors and a lot of black and white. And it’s all done in a constantly innovative and original spirit.

**The Winter
2004-2005 collection
www.lamda.fr**



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