

LULU GUINNESS
LONDON



eponine
LONDON

Style Guide





Meet EPONINE

Step into the joyous world of mother-and-daughter-run luxury womenswear label Eponine and discover tailored vintage silhouettes re-imagined in a riot of bold colours, eclectic textures and embellishment. From vintage-inspired coats with playful detailing to graphic print dresses nipped at the waist, these are beautifully tailored statement pieces that celebrate self-expression and all that's fun about fashion.

"The Eponine woman loves colour, is daring and appreciates the joy of being seen", says Creative Director Jet Shenkman. "We'd like her to feel beautifully and unapologetically herself when she steps into one of our designs." Shenkman founded the London label in 2011 and now works alongside her daughter Nina at their Kensington Atelier.

Eponine and Lulu Guinness is a sartorial match made in heaven and for Winter 22/23 we've joined forces to create this style guide finding the perfect Lulu bag match for Eponine's couture and ready to wear pieces. Time to find your new favourite outfit...





Eponine's atelier
Kensington, London

Eponine couture journey begins with an initial consultation in their studio . You will choose your design from a collection old or new (or create something completely unique), select the perfect fabric and then flourish your choices with your own, personal details, if you so wish.



PICTURE :
Jet Shenkman

Eponine's atelier
Kensington, London

LULU GUINNESS X EPONINE

STYLE GUIDE



*You will then be invited their studio for two to three subsequent fittings,
depending on your design. We only stop when it's flawless.*

*Lulu Guinness bags are on hand for you to try on with your
new garment to create the perfect pairing.*



LULU GUINNESS
**VICTORIA SPONGE
CLUTCH BAG**



LULU GUINNESS
**TAN QUEEN BEE
BASKET BAG**



LULU GUINNESS
**WEDGEWOOD BINGO
BIBI TOTE**

AW22 READY-TO-WEAR,
FLORA



AW22 COUTURE
GINGER

AW22 COUTURE,
LADY GREY



LULU GUINNESS
CANDY BULLSEYE
BIBI TOTE



LULU GUINNESS
ROSE LIP ARTWORK
LADY LIVVY

AW22 READY-TO-WEAR,
ARIEL



AW22 READY-TO-WEAR,
BLUE



AW22 READY-TO-WEAR,
MERRYWEATHER

AW22 COUTURE,
CHAI

AW22 COUTURE,
LEMONGRASS



LULU GUINNESS
RED ROSES BIBI TOTE



LULU GUINNESS
**RED SWAROVSKI
PRESENT CLUTCH**



LULU GUINNESS
**BLACK SWAROVSKI
PRESENT CLUTCH**



AW22 COUTURE,
JASMINE



AW22 READY-TO-WEAR,
QUEEN MAB



LULU GUINNESS
BLACK COLLECTIBLE BIRDCAGE



LULU GUINNESS
BLACK SATIN SWAROVSKI SHELL CLUTCH



LULU GUINNESS
BLACK COLLECTIBLES FAN CLUTCH

AW22 COUTURE,
ENGLISH BREAKFAST



AW22 COUTURE,
EARL GREY



LULU GUINNESS
RED COLLECTIBLE CIRCUS



LULU GUINNESS
BLUE HAYWORTH CLUTCH





AW22 COUTURE,
MATCHA



LULU GUINNESS
**BLACK SNAKES AND LADDER
BIBI TOTE**



LULU GUINNESS
**BLACK BINGO
BIBI TOTE**



LULU GUINNESS
RED MEDIUM LIPS CLUTCH



AW22 READY-TO-WEAR,
GLORIANA



LULU GUINNESS
BLACK ROSIE



LULU GUINNESS
ROSE BASKET



LULU GUINNESS
FONTAINE



AW22 COUTURE,
JASMINE

AW22 COUTURE,
DARJEELING



AW22 COUTURE,
PEPPERMINT



LULU GUINNESS
SILVER LIPS MEDIUM
CLUTCH BAG



AW22 READY-TO-WEAR,
OBERON



AW22 COUTURE,
LADY GREY



LULU GUINNESS
ROSE PORTOBELLO HOUSE

AW22 READY-TO-WEAR,
PEASEBLOSSOM



LULU GUINNESS
**BLACK SNAKE
QUEENIE HANDBAG**



LULU GUINNESS
**BLACK SOLEIL
CROSSBODY HANDBAG**

AW22 COUTURE,
ROOBOS



LULU GUINNESS
COLLECTIBLES CASTLE CLUTCH



LULU GUINNESS
**POWDER SATIN SWAROVSKI
CLUTCH**

AW22 COUTURE,
CHAI



STYLE GUIDE



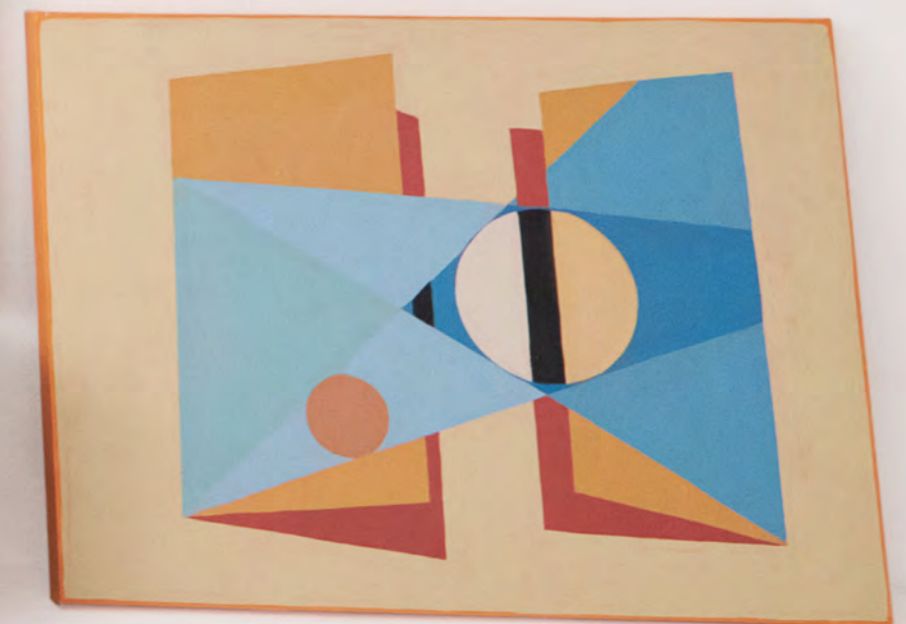
LULU GUINNESS
**STRAWBERRY PUNNET
BASKET**



LULU GUINNESS
RED EMERY



AW22 READY-TO-WEAR,
TINKERBELL



AW22 READY-TO-WEAR,
MUSTARDSEED



LULU GUINNESS
**BLACK DICE
CLUTCH BAG**



AW22 COUTURE,
OOLONG



LULU GUINNESS
BLACK CROSSWORD BIBI TOTE