



THEO

SS 24
LOOKBOOK

A close-up, black and white photograph of a piece of intricate white lace fabric. The lace features a complex, repeating pattern of floral and geometric motifs, with delicate filigree and scalloped edges. The fabric is draped, creating soft folds and shadows that emphasize its texture. The background is a blurred, light-colored surface, possibly a wall or another piece of fabric, which makes the lace stand out as the primary subject.

THEO

THE COLLECTION

THEO, in ancient Greek, is a gift from above. For the woman long in search of atelier-inspired designs at contemporary price points, THEO is that offering. A ready-to-wear collection of clothing, shoes, and accessories, THEO's pieces embody a worldly timelessness. Some are more feminine, some more masculine. Each is expertly cut to enhance the singular features of a woman's body, instantly elevating her style. In keeping with the origin of THEO's name, all items are named after a goddess of mythology to embolden the wearer with confidence and elegance. She stands out in any setting as someone who values high quality and exceptional fit.

THEO is founded by Marco Lebel. Lebel spent 14 years as the Global Head of Sales for Robert Rodriguez before opening The Lebel Fashion Group, where, for the past three decades, he has mentored emerging American and International designers and shepherded them into the U.S. market. The first line drawn from his imagination, THEO is his most personal undertaking yet, presenting the glamour and exuberance of couture at attainable prices. It is smart, stylish luxury within reach.

The first images of the collection evoke the work of renowned photographer Patrick Demarchelier and the most exciting muses of his era. THEO will launch wholesale in early June with an expected December delivery. It will be available in stores for Spring 2024.



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