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MaxFowles Debuts With a Killer Collection

By *Jessica Barbanel* August 10, 2012 12:25 AM EDT

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In fashion, subtraction is harder than addition. Take away the flounce, feathers and embellishment and you're left with fabric and construction. And if the materials and tailoring aren't there, there's no screen to hide behind.

But that didn't stop [Max](#) and Parisa Fowles, the couple behind MaxFowles, from paring their debut collection down to its barest essentials - [super-soft leather, silk and cashmere](#) - and working from there.

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"We are trying keep the line clean, delivering quality in a uncomplicated manor," Max told IFT. "We really enjoy using luxury fabrics and soft cashmeres, which blend nicely against the more supple leathers and silks. Our target customer is in her mid-20s and above. An urban and [chic](#) girl with international sophistication." One of those customers is Olivia Palermo, [who has already gotten behind the brand](#).

The appeal? [Seriously sexy clothes with an elegant sophistication](#).

After meeting in London, the couple moved to L.A. and started the line there. Though Parisa doesn't have formal design training, she is a master sketcher. And the designs speak for themselves.