

FALL/WINTER 2020

Glamour,
values,
Italianness.
Liu Jo
REWRITES
the *style rules*,
uniting
HERITAGE
with a *new*
idea of
womanhood.

B O R N I N I T A L Y

LIU JO

LIUJO

#BORN INITALY

A *proud* statement
PROCLAIMED on the
contemporary and many-spirited
faces of *FIVE* Italian women,
emblems of THEIR TIME,
with *authentic* and
kaleidoscopic *personalities*:
#BORNINITALY is the
new Fall/Winter 20 campaign
by LIU JO, a joyous
CHORUS *celebrating* Italy
and transmitting the mystery
and *ENCHANTMENT*
of a country that NEVER
ceases to *surprise*.



HODA, BORN IN ROMA



GRETA, BORN IN VASTO



AURORA, BORN IN ROMA



NABOU, BORN IN BRESCIA



GIULIA, BORN IN PALERMO

MF0117 Dress
SF0013 Boot



HODA, BORN IN ROMA

#BORNINITALY

UF0057 Over jacket
NF0021 Bag




#BORNINITALY

GIULIA, BORN IN PALERMO

MF0006 Sweater
LJ2733 Optical glasses



AURORA, BORN IN ROMA



“#*BORNINITALY*
is personality
and *passion*;
a lover’s
DECLARATION
of *uniqueness*.”

UF0087 Shirt
UF0020 Bottom Up Beat High Waist
SF0003 Shoes



GIULIA, BORN IN PALERMO

#BORNINITALY

CF0127 Coat
CF0167 Belt
SF0105 Shoes



#BORNINITALY

GRETA, BORN IN VASTO



WF0192 Shirt
UF0013 Bottom Up Divine High Waist
AF0184 Belt
SXX565 Boot

TF0003 Coat
TF0126 Over jacket
TF0129 Trousers
TF0190 Bag
BF0069 Sneakers



#BORNINITALY

NABOU, BORN IN BRESCIA

DENIM SKIN

Not so much
a *simple* garment as
an IRRESISTABLE
statement: the
indigo canvas is
a SECOND skin
created for
WOMEN who are
always ready to assert
THEMSELVES
in all *their*
authenticity.



SKINNY

UF0013 Bottom Up Divine High Waist
SF0013 Boot
BJXLJ116 Earrings

A PERFECT
fit, and
dreamlike
wearability.
The LIU JO
denim formula
admits no
exceptions:
every model
is DESIGNED
to fit.



STRAIGHT

UF0019 Straight Fit High Waist
SF0131 Shoes



SLIM

UF0034 Bottom Up Cute High Waist
SF0003 Shoes
BJXLJ132 Earrings



BOYFRIEND

UF0103 Candy High Waist
SF0013 Boot



Innovation
and RESEARCH,
character and
PERSONALITY.
Style
EVOLUTION
forms the
TIMELESS
shapes
of ULTRA
iconic creations.

BOOTCUT

UF0025 Bottom Up Repot Regular Waist
SF0087 Boot

A whole NEW
duality conjures up
UNHEARD OF
style
INVENTIONS,
balanced between
DARING
and *femininity*.

AN
INTERPLAY
OF
OPPO



STILES

WF0251 Coat
WF0510 Dress
AF0007 Crossbody bag
SXX567 Boot



MF0034 Cardigan
WF0212 Shirt
WF0205 Shorts
BJXLJ095 Necklace
UF0091 Belt
SXX567 Boot



WF0040 Jacket
WF0192 Shirt
WF0541 Trousers
BJXLJ094 Necklace



AF0004 Handbag
LOC Chair



WF0040 Jacket
MF0101 Sweater
WF0312 Trousers
BJXLJ094 Necklace
LJ125S Sunglasses
AF0007 Crossbody bag



MF0166 Cardigan
WF0193 Dress
BJXLJ095 Necklace



WF0090 Coat
WF0192 Shirt
WF0104 Shorts
SF0013 Boot



MF0061 Sweater
WF0475 Skirt
UF0091 Belt
BJXLJ094 Necklace
AF0007 Crossbody bag
SXX567 Boot



SF0105 Boot
GUE Stool



Silhouettes, *volumes*,
DETAILING: the season's
keywords DICTATE a
new *rhythm* of elegance.



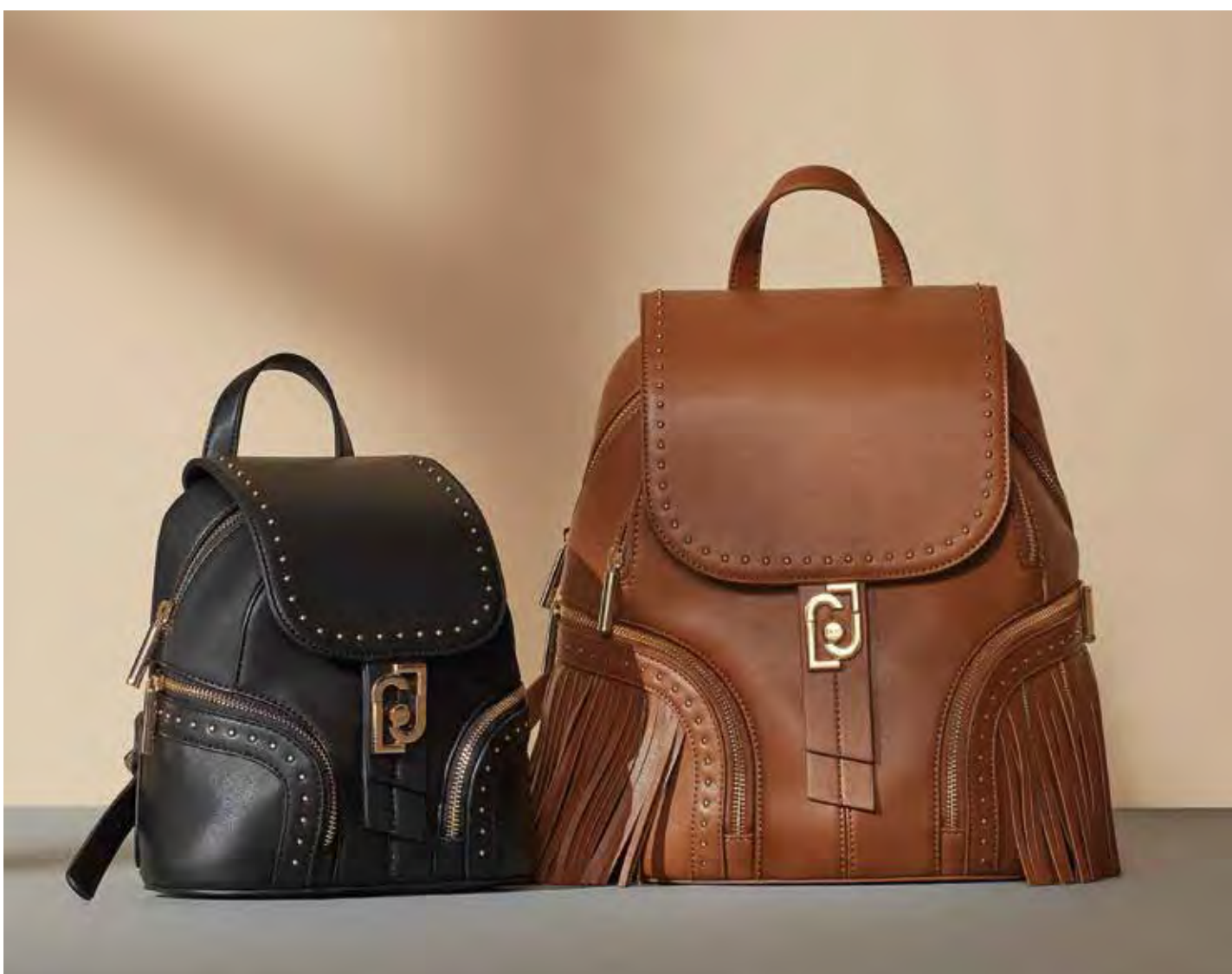
WF0411 Coat
UF0087 Shirt
UF0020 Bottom Up Beat High Waist



WF0247 Coat
MF0061 Sweater
UF0020 Bottom Up Beat High Waist
BJXLJ094 Necklace
UF0091 Belt
AF0001 Crossbody bag

Opposite page
NF0062 Handbag
LSP Armchair





The spirit of *rock* plus
romantic ALLURE.
The road to *glamour* leads
to *PERFECT* harmony.



UF0086 Jacket
UF0087 Shirt
UF0020 Bottom Up Beat High Waist
BJXLJ094 Necklace
AF0001 Crossbody bag



WF0503 Coat
UF0087 Shirt
UF0013 Bottom Up Divine High Waist
BJXLJ095 Necklace
UF0091 Belt







MF0113 Sweater
UF0055 Skirt
BJXLJ094 Necklace
AF0001 Crossbody bag
SXX567 Boot



Unique ACCESSORIES
illuminate *total DENIM*
looks with ELEGANCE
and vivid *personality*.



UF0090 Over jacket
UF0087 Shirt
UF0020 Bottom Up Beat High Waist
BJXLJ095 Necklace
AF0007 Crossbody bag



AF0002 Handbag



UF0057 Over jacket
UF0025 Bottom Up Repot Regular Waist
BJXLJ095 Necklace
AF0001 Crossbody bag



Natural
nuances
REVITALISE
the season,
stimulating
STYLISH
interplays
that UNITE
formal
inspirations
with
ANIMALIER
motifs.

WF0040 Jacket
WF0192 Shirt
WF0406 Trousers
BJXLJ094 Necklace
AF0007 Crossbody bag
SXX567 Boot

Opposite page
AF0076 Bag
AF0075 Backpack
AF0078 Wallet
LSP Armchair





WF0303 Dress



WF0425 Coat
MF0160 Sweater
WF0203 Trousers
BJXLJ094 Necklace
AF0001 Crossbody bag
SF0013 Boot



MF0159 Sweater
WF0403 Shorts
AF0140 Shoulder bag
SF0013 Boot



SF0013 Boot
LOC Chair

GLAMOROUS ORIGINS

An *ideal link* between past
and FUTURE, in the name
of *responsible* evolution.
Because *everything changes*
but *DNA* remains the same.



CF0037 Jacket
CF0194 T-shirt
CF0167 Belt
BJXLJ108 Bracelet
BJXLJ104 Bracelet
SXX553 Boot



CF0064 Jacket
CF0066 Trousers
CF0212 Belt
BJXLJ104 Bracelet
BJXLJ108 Bracelet



AF0211 Backpack



CF0048 Jacket
CF0182 Sweater
CF0052 Trousers
BJXLJ104 Bracelet

Variety and
SURPRISES
in *weights*
and *FABRICS*
bring to life
ICONIC *outfits*
projecting
ALLURE
and *personality*.





CF0178 Coat
CF0194 T-shirt
CF0046 Trousers
AF0004 Handbag
BJXLJ134 Bracelet







NF0122 Crossbody bag



CF0064 Jacket
CF0072 Sweater
CF0067 Trousers
BJXLJ108 Bracelet
BJXLJ134 Bracelet



CF0127 Coat
CF0118 Sweater
CF0142 Trousers
CF0167 Belt

NEW
concepts in
outerwear
and SUITS
catch the eye
with *deep*
CHARACTER,
somewhere
between
TAILORING
and *spontaneity*.



CF0050 Dress
BJXLJ134 Bracelet
BJXLJ104 Bracelet
SXX565 Boot



CF0084 Over jacket
CF0149 Shirt
CF0158 Carrot High Waist
BJXLJ104 Bracelet
SXX553 Boot





SF0125 Boot



NEW *forms* of formality
spring to life in FLOURISHING
declarations that are *never*
PREDICTABLE in their
femininity and beauty.





AF0026 Pouch



CF0094 Sweater
CF0046 Trousers
BJXLJ108 Bracelet
BJXLJ134 Bracelet
BJXLJ104 Bracelet



CF0209 Dress







Metropolitan
STYLE,
ORIGINAL
garments
and *MIDI*
lengths:
the *mood* is
EASY-chic.

CF0008 Coat
CF0060 Trousers
BJXLJ134 Bracelet
BJXLJ110 Bracelet







CF0002 Coat
CF0197 Dress
BJXLJ110 Bracelet
BJXLJ104 Bracelet





CF0199 Coat



SF0163 Boot





CF0116 Sweater
CF0052 Trousers
CF0212 Belt
BJXLJ104 Bracelet
BJXLJ110 Bracelet
SF0003 Shoes



NF0121 Shoulder bag



Sophisticated
COLOURING,
light-hearted
TOUCHES
and amazing
DETAILING:
accessories
complete a *highly*
ORIGINAL
portrait of
contemporary life.

HUNGRY ACCESSORIES





AF0009 Pouch



AF0212 Crossbody bag



AF0213 Pouch
AF0214 Wallet

New *SHAPES*, same identity:
iconic VOLUMES *light*-heartedly
refresh the PERSONALITY.









AF0116 Handbag
AF0023 Wallet



AF0133 Crossbody bag

The *DÉGAGÉ* style of *next* season features METICULOUS *processes* and *wrap*-around lines.



AF0002 Handbag
AF0011 Wallet



AF0001 Crossbody bag





NF0145 Crossbody bag

FREE from the frenetic life of
big cities, *STYLISHNESS* shines
anywhere *between* LIGHTNESS
and GLAMOROUSLY
GLISTENING parties.

THE
ALLURE
OF
ESCAPING





AF0111 Bag



IF0130 Jacket
IF0129 Shirt
IF0078 Trousers
2F0095 Hat



AF0111 Bag



IF0026 Dress
AF0162 Clutch
BJXLJ116 Earrings
SF0015 Sandal



IF0026 Dress
AF0163 Clutch
SF0015 Sandal



PRECIOUS *details* merge with
destructured *shapes*: VERSATILITY
is the *SIGNATURE* of a
new concept of MAGNETISM.



SF0003 Shoes



IF0098 Dress
AF0162 Clutch

Then there's
leisurewear:
a *perfect* BALANCE
between *comfort*
and womanhood:
the *daily looks*
MERGE with the
dynamism of
metropolitan
INSPIRATION.

URBAN
CODE



TF0014 Over jacket
TF0055 Sweatshirt
TF0190 Bag
BF0001 Sneakers



TF0126 Over jacket
TF0172 Jacket
TF0199 Skirt
TF0220 Hat
TF0191 Bag
BF0077 Sneakers



COLOURS, *shiny* stick-ons, special fabrics: the collection's *must-haves* **DAZZLE** with an *inner* light.



BF0069 Sneakers



TF0158 Sweatshirt
TF0160 Trousers
TF0222 Hat



TF0003 Coat
TF0129 Trousers
LJ127S Sunglasses
BF0069 Sneakers







The PERFECT
formula
for winter outfits
BLENDS energetic
outlooks with
leadership
ATTITUDES.



BF0021 Sneakers



TF0075 Sweater
TF0077 Skirt
TF0138 Coat
NF0123 Pouch
BF0069 Sneakers





TF0154 Jacket
TF0200 Trousers



TF0007 Over jacket
TF0085 Sweatshirt
TF0130 Trousers
LJ125S Sunglasses
BF0077 Sneakers





BF0077 Sneakers



TF0054 Sweatshirt
TF0019 Skirt
TF0193 Bag

TECHNO detailing *meets*
female lines to introduce
NEW style *nuances*.







TF0126 Over jacket
TF0156 Sweatshirt
TF0175 Skirt
NF0122 Bag
BF0069 Sneakers



LESSONS *IN* STYLE

Step *by step*, the most
authentic STREETSTYLE
places *its bets*
on ACCESSORIES with
an *indelible* IMPACT.



AF0140 Handbag
BJXLJ148 Bracelet



NF0148 Backpack

AF0009 Pouch




City-wear
mon amour:
FRINGES
and *outsized*
buckles
TRANSMIT
the *most*
authentic
city SPIRIT.

AF0143 Shopping bag
LJ735S Sunglasses





AF0001 Crossbody bag



AF0026 Pouch
BJXLJ130 Bracelet
BJXLJ104 Bracelet

LIU:JO

