

## La Perla: Lingerie and Desire

Isabella Cardinali



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#### La Perla: Lingerie and Desire Isabella Cardinali

A gorgeously illustrated book showcasing the exquisite high-end lingerie from the world-renowned Italian brand La Perla. La Perla is celebrated for its sophisticated, sexy, and beautifully designed and crafted lingerie. The company was founded by Ada Masotti, an artisan skilled in the tradition of handcrafted Italian corsetry, in 1954 when she opened a small lingerie boutique in Bologna. She combined her impeccable craftsmanship and understanding of women's bodies to fulfill their growing desire to possess undergarments that were not only functional but also beautiful and alluring. The continuous dedication to artisanship, to fine quality, and to women's needs and desires has transformed the small Italian boutique into an internationally beloved brand. La Perla's lingerie is a mix of beauty and seduction, and it is the unparalleled choice for women all over the world when they want to feel sensual and desired. This is the only book ever published on the glamorous and delicate lingerie produced by La Perla throughout its history. The book first pays homage to the Italian craftsmanship, including the use of fine Italian fabrics, that helped to establish La Perla as the maker of sophisticated couture lingerie, and that continues with today's collections to set the company apart from other brands. Then it showcases the exceptional intimate garments the company has created throughout the years with gorgeous archival images as well as sexy, sumptuous photographs of the latest collections.

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