

Lingerie Leader Journelle Marks Tenth Anniversary with Retail Expansions, Brand Partnerships, and Fifth In-House Collection Launch for Fall

NEW YORK, Oct. 5, 2017 /PRNewswire/ -- Luxury lingerie leader Journelle is celebrating its tenth anniversary this month. The company has five retail stores, including a new Los Angeles location which opened 3 weeks ago, and newly built flagship in the Union Square neighborhood of New York City. Additionally, the company runs a growing e-commerce site and is launching its fifth season of their private label line, Journelle Collection. The company's mission statement underpins all their work: to help women feel beautiful and confident, starting from the inside out.

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Journelle's CEO, Lyn Lewis, describes the importance of the new west-coast expansion: "This is such an exciting time for our company. We've always wanted to be in Los Angeles, where we already have so many online customers. This new California store is an opportunity to connect with these women in person, as well as to meet many others who I'm sure will also love discovering lingerie with us. Journelle- and lingerie- is all about feeling great, beautiful, sexy, and confident, and it's a pleasure and a privilege to now get to connect with amazing women in new parts of the country."

Journelle opened its new Los Angeles store on September 21, 2017 in Westfield Century City's newly renovated shopping center. The 1,500 square foot boutique store features both a full range of Journelle's core items, including great basics for everyday as well as luxury pieces. Additionally, Journelle selected many styles specifically for the L.A. market, stocking the store with bralettes, lingerie in brighter colors, and more fashion forward pieces.

Additionally, the brand's New York Flagship in the heart of Union Square will be reopening on October 18th, after moving across the street. The new space has 7 fitting rooms, instead of the 4 in the prior location, and a larger retail floor space.

Journelle first launched its own in-house collection in Autumn 2015. On Oct 1, 2017, the company released its fifth new lingerie and loungewear season. Inspired by romantic Parisian nights, and the brand's anniversary theme, "Constellations," the collection is unapologetically bold and naturally sexy. The color palette includes burgundy, midnight blue and black, juxtaposed against delicate nudes. True to Journelle's brand origins, this season's Journelle Collection embodies strength, femininity, movement, and a natural sexiness.

Journelle will also partake in numerous fall and winter partnerships with like-minded brands that cater to the lingerie company's devout customer. The tenth anniversary will be celebrated through several in-store and online promotions, the launch of new Journelle Collection, and other seasonal collaborations, which will encompass experiential events for VIP customers. Through the fall season, major wine distributor Boisset will serve as Journelle's exclusive spirits partner, with [Haute Couture French Bubbles](#) available at all in-store events. Boisset and Journelle will also be hosting a VIP giveaway contest beginning in October, for a luxurious trip for two to iconic Napa, California.

ABOUT: Founded in 2007, Journelle is the leader in the luxury lingerie industry, bringing a fresh approach to the category through fashion-forward merchandise selection, sophisticated store design, and exceptional customer care. The name, taken from the French word "journellement," meaning daily, is a nod to the belief that wearing lovely lingerie is an everyday luxury. Journelle's mission is to help women feel beautiful and confident starting from the inside out. The multi-brand retailer currently has store locations in New York, Chicago, and Los Angeles, as well as an e-commerce site at www.journelle.com.