



## INTERVIEWS/SANDRA\_LEMP

Gone are the days when underwear was here just for purpose... unless that purpose is being super on-trend. The past couple of seasons have seen underwear play a bigger part on both the catwalk and individuals. It started subtly with lace, then crop tops, then lace crops tops, now it is perfectly acceptable to wander out of your house in little more than a lace bra and petticoat.

Christopher Kane and Fendi proved that the sheer fabric is making a comeback this season, and Bottega Veneta and Dolce & Gabbana showed flesh toned corsets and nude legs strutting the catwalk. This season, all lingerie excitement has accumulated and has seen the triumph of underwear as outerwear, never has it been so appropriate to show off what's underneath. While London may not quite have the weather yet, it is time to get your panties ready girls - never has it been so important to give that underwear drawer a good clear out. NJAL designer Sandra Lemp layers delicately detailed, sheer fabric in her lingerie collection "Le Boudoir"...

Sandra Lemp gained her skills in ladies tailoring at the Haute Couture Atelier of the BFF-School in Berne in 1988. After some years of experimenting and exploring other fields of design, she returned to my studies of Fashion at the University of Art & Design in Basel, followed by a traineeship in the London studio of Vivienne Westwood. She finished her degree in 1999 and have since then been focused on the design and production of "prêt-à-porter" ladies wear. For her work as an independent designer, she has twice won the "Swiss Federal Design Competition Award" (1999/2002) and was also the winner of the "Design Award Berne" in 2003/08. For "Le Boudoir", she is responsible for: Concept, Design, Buying, Product development, Press & Sales.

"Le Boudoir" is an exclusive high-end lingerie collection, first introduced in 2006. Its style is reduced and modern, yet highly sophisticated and very sexy. All fabrics and materials are hand selected and carefully combined in order to achieve the unique characteristic of "le boudoir". The layering of different "see-through" fabrics produces a variety of colour shades, which sometimes seems to evade the real world. Suddenly, you can see some skin through and in the next moment the impression is vanishing..."

"From its basic concept throughout the whole design and development process, "le boudoir" is made in my studio in Berne. Responsible for the limited edition production is a well-known manufacturer in Switzerland. The pieces are composed of smooth, skin friendly and highly elastic micropolyamide/elastane fabrics. The basic materials as well as most of the accessories are drawn from diverse sources in Europe," says Sandra.

"Individual-thinking and sensitive women appreciate "Le Boudoir" for its high quality and the modern, very sensual and yet comfortable style. This customer wants to know the source of the clothes she wears. She notices subtle details, like the small flower on the edge of a wood, smells the hint of powder sense on the cheek of her best friend and hears the wind blow softly and quietly through the grass. She likes the play and sophisticated tease..."

**NOTHING INSPIRES ME LIKE...** Colours, characters, Holly Golightly and the Brokeoffs, the work of Billy Childish, passing my fingers through a lavender bush in Provence and smell at them, poetic sadness, the Cemetery du Vieux-Château in Menton, Berlin's Kreuzberg, fragrances, drinking cold water, shadows, inconsiderable things I'm collecting since many years, "L'écume des jours" of Boris Vian and many more.

**I HOPE...** That in the future more people will be interested in buying high-end quality fashion in small editions instead of buying cheap mass productions. In my dreams my motto would be: I can't afford to buy cheap. But there are a lot of other things I hope for the world...

**CULTURAL INFLUENCES...** The painter Balthus, Art Brüt, black music from the 30s to the 60s, portrait paintings, beautiful gardens, Amélie Poulain, Tracy Emin's textile works, historical buildings in Italy, Film noir, the Sonics, the colour, mood and music in "O' brother, where art thou" and "Lost in Translation" and many more.

**I GOT WHERE I AM...** With wild and unrealistic dreams, passion, faith, love, knowledge, experience, hard work, good luck, music, dance, friends, sense of colours, critical analyses, talent, writing texts, my hands, my head, mostly my feelings and decisions.

**FASHION CAN SOMETIMES...** Be just beautiful, too serious, superficial, be without substance, touch, hurt the eyes, make us laugh, cry, be only bad and useless, too much, too less, individual, brainless, gorgeous, wrong, right... There are definitely more important things in the world but fashion. However, I need it.

**I SCREAM WHEN...** I see a spider, or a bug or similar which approaches me very fast from absolutely nowhere. Afterwards, if the first shock is gone, I maybe see the beauty. But only from the bug and preferably on pictures...

**DID YOU KNOW...** That 90% of an iceberg lies under the water. I love people with depth, like the iceberg. They are at first only showing first a tiny bit. You have to try harder to find the soul and the whole spectre of the personality.

**CAKE MAKES ME...** Very happy and excessive indeed. I like chocolate truffle cake the most. The one with the thick coat of chocolate and the creamy part inside. The best you can get is at "Confiserie Tschirren" in Berne. I'm an expert believe me, I tried a lot...

**I HAVE NEVER...** Read a book about Tom Waits, let a church bell ring, eaten Sushi, tried to find a mushroom in the woods, written a letter to the postman, broken a bone.

**PAIN COMES FROM...** Monotone and heartless music played too loud, selfish people, tailgaters on motorways, too much perfume, scratching radio sounds, careless dog owners, absolutely gorgeous new shoes bought a little too small...

**I WOULDN'T PAY FOR...** A football match, a copy of a design cloth, a book about military, a box of caviar, a musical, a flight to any place where it's colder, darker and greyer than in Switzerland.

**THERE'S A NEW...** Idea for a collection in my heart and my head but first I have to raise money. Therefore I momentarily work as a head of production. Actually I would prefer to work as a freelance designer...

**I'M A PERFECTIONIST...** In almost everything: in choosing colour combinations, in planning and producing the shoots, cutting with the scissor, working on my voice, buying flowers, painting my nails, decorating the dining table, working on graphics, writing texts.

**MY FIRST CRUSH...** I believe was on a fluffy koala bear which made a funny sound when turned around and smelled very nicely. Now my cat smells like that, and it's like being a little blonde, blue-eyed girl again.

**I LIKE MAKING...** Nothing, sometimes. I like making design concepts, music, pictures, waves in the water, a journey, a sunbath with only my feet in the sun, fresh bread, a gift package, a call on a friend, marks in the untouched snow.

**SANDRA LEMP'S LOOK BOOK ON NJAL**  
([http://www.notjustalabel.com/sandra\\_lemp](http://www.notjustalabel.com/sandra_lemp))



by Holly Chavez

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