

## **French Designer Lily Barreth Stays True Her Philosophy and Builds a Worldwide Following for Her Collection Lilith.**

*Lilith is a designer collection based on the philosophy that a woman's clothing should open the way for her to express her own artistic personality.*

New York, NY ([PRWEB](#)) December 9, 2004 -- Taking the belief that clothes should open the way for a woman to express her own artistic personality, French designer Lily Barreth has built a word of mouth worldwide following that has brought her collection, Lilith, into 5 self owned stores, 5 more in partnership, and is carried by 450 specialty shops in 30 countries, including 62 shops across the US. Sales growth in the US is so robust in fact, that Lilith has opened a new 2,000 sq ft. office/showroom space in mid-town Manhattan and a Lilith boutique downtown on Mulberry Street. Worldwide sales are approaching the 20 million dollar mark annually.

Lily Barreth opened her first store 20 years ago in Nancy, France. An exercise in eclecticism, the store was as much about selling clothes as it was about supporting local artist and creating a sense of community. She carried then, little known designers, that to her, represented the new wave in avant-garde French fashion. It was in this environment she first introduced her own designs. Lily's style of unexpected, off beat fabric blends and mixtures of non-traditional colors became so popular with her clientele, she decided to dedicate the entire store to her own collection. Lilith was born.

"I've always appreciated the kind of woman who first frequented my store in Nancy, her sense of freedom and willingness to explore. She is the individual I continue to design for, an assertive personality who favors a different fashion mode. The idea was to give her creative, interchangeable and unexpected styles and let her create her own personal look," says the designer. This philosophy has brought Lilith a continuously growing community of dedicated customers, who revel in finding their own creative voice through the versatility of the brand.

Similar to the way Lily did in her first store, Eve Kramer owner/partner of Lilith in Berkeley also represents local artist in her Lilith store, and inspires an atmosphere of creative community. "There's not a day that goes by that I don't have four or five women sitting on my little couches talking about a book that we've just read or political things we agree about. There's a camaraderie that I see that runs through everyone that comes into the store." Eve elaborates, "these are women who are willing to stretch the limits, have a strong sense of self, are non-traditional, intellectual, and unafraid to be creative."

Debra Byrne owner/partner of the new Lilith store on Mulberry Street in New York agrees, "there's a mutual appreciation for the clothing that has built bonds. We've been friends with some of our customers for 8 to 10 years, we know these women." Debra elaborates, "they are women who like myself, identify with the clothing, the shape and the fabric, they understand the concept, recognize it immediately and they want it." Assistant manager Megan says there are many times customers arrive at the store in large groups and spend all afternoon, in those situations they serve some tea and cookies.

According to Dominique Debroux, who was hired in 2003 as general manager for the U.S. market, Lily Barreth's philosophy of personal creativity is liberating not only in her designs, but in her business model as well. "She gives you the core philosophy and allows each one of her team members to infuse it with our own personalities. You have the freedom to create, put things all different ways. Just like her clothes you want to



wear it this way, you want to wear it that way, you decide. It's all possible," said Ms. Debroux.

Lily Barreth comments, "Lilith's principal is that of a puzzle, it's a product that stands outside of the norm or trend, where everything goes with everything."

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