VOGUE

Press Review

La DOUBLEJ.

LA DOUBLEJ

FALL 2026 READY-TO-WEAR

By JJ Martin



BY NICOLE PHELPS

FEBRUARY 27, 2026

Some designers go on inspiration trips. JJ Martin does vision quests. Her latest was to Ireland, where she visited "crumbling ruins, galactically charged rocks, and energy portals." The experience culminated at Trinity College in Dublin where her group had the opportunity to see the Book of Kells, a ninth century illuminated manuscript. "It literally looks like they were all taking psychedelics," Martin shared. "I couldn't believe what I saw and I got super inspired." The swirling, kaleidoscopic motifs and animalistic designs of the Columban monks' colorful drawings were reimagined by Martin and her team as prints on pajama sets, jumpsuits, and dresses, including a striking new style with a single goddess-like draped sleeve. They also became oversize intarsias on a knit cape.

At La DoubleJ, a swingy exuberant maximalism still rules, even as the rest of Milan seems to be retreating to the safety and reliability of black. Each mannequin on the galactic deck of Martin's starquarters, as she calls her headquarters, was accessorized with pendant necklaces from her booming jewelry line—24K gold plate, enamel, and gemstone fireflies and scarabs and portal pendants and brooches—and colorful tasseled leather sandals made by Indian artisans. All of the ready-to-wear is made in Italy save for the embroideries, which are also done in India, and proliferate not just on dresses, but on some of the more sober tailored pieces: a gray coat sprouting pink feathers and pearly buttons, a camel wool skirt suit with confetti-like fringe erupting from the jacket arms and skirt hem.

Martin was wearing glasses, and the tortoiseshell frames swirled in a manner not unlike that of her Kells-inspired prints. Is an optics line next for La DoubleJ? "Do I need one?" she laughed. It will be no surprise if this optimistic doer gets it done by the next time we gather to see what she's up to at the starquarters.



LA DOUBLEJ
PRE-FALL 2026

By JJ Martin



BY TIZIANA CARDINI
DECEMBER 2, 2025

Feathers! Macramé! Crochet! La DoubleJ has never lacked imagination, and somehow the brand keeps dialing up the fabulosity. Textures pack extra pizzazz, silhouettes have more zhuzh, and the mood swings (literally) like the look book's swing, where models perch as if joy were a sport. "It's such a feminine movement," quips La JJ Martin, holding court in her Milanese townhouse, where fashion and spirituality don't merely coexist, they occasionally levitate. "This swing is all about freedom, and yes, a touch of femininity. Think of all those Rococo paintings: The gentle back-and-forth has always carried a subtly sensual charge. For us, it's about letting loose. Whenever a swing enters the frame, the movement brings the energy I love. You can practically feel the joy wafting off the pictures."



Martin's collections read like technicolor love letters to divine playfulness: charming, crafty, and laced with cosmic mischief. And their versatility is bliss; there's something for every woman, at every age and every shape. A draped-jersey tube top? A teenager can wear it as a minidress, while her mother slips it on as a beach-ready top. A breezy caftan with angel sleeves? Gorgeous loose and floaty, but just as striking cinched at the waist for a sculpted silhouette. In a crowded fashion marketplace where prices soar, La DoubleJ stands out as fairly priced, Made in Italy, and reliably mood-lifting.

To turn up the festive fun, Martin's advice is to slip on a charming organza collar edged in ostrich feathers over a dress, or toss it atop a T-shirt for high-low swagger. The fringed capelets, flaunting their reversible printed linings, are equally game: flawless as elegant shoulder-covers at a wedding, or, if you're feeling young and zingy, an eye-catching flourish over jeans.

Martin's clever design instincts, and her blissful disregard for trends and social-media stats, are fueling a retail boom. After Palm Beach and Dallas, the next stop will be New York City, where she'll open a Milan-style townhouse next spring, complete with yoga, meditation, sound therapy, and all manner of healing delights. Brace yourself, Big Apple: a La DoubleJ blast of energy is about to roll in.

LA DOUBLEJ

SPRING 2026 READY-TO-WEAR

By JJ Martin



BY NICOLE PHELPS
September 26, 2025

"We call it the starquarters, because we're not heads, we're stars, we're beams of light," JJ Martin was speaking from the "galactic deck" of her new Milan offices, a sunroom with 360 degree views of Milan, a gong encrusted with meteorite particles, and a crystal altar, where her company La DoubleJ hosts yoga and meditation classes, and sound and energy healing sessions for its employees and neighbors.

Martin isn't quite like any other Milan-based designer-founder. She takes the "vibration raising" part of the gig as seriously as she does the fabric sourcing and the print development. It was just about 10 years ago when she launched the brand, choosing prints from the Mantero silk archive, which supplies Italy's top-tier labels. The spring 2026 La DoubleJ collection, she pointed out, features prints exclusively developed in-house.

That in-house team has grown to an impressive 100 employees, and the plans for growth include a New York townhouse scheduled to open in early 2026, with a sort of "galactic deck" and energy healings of its own—the Upper East Side doesn't know what's coming for it.

The new clothes that will stock the space were inspired by a spiritual trip Martin cohosted in Turkey, in particular a whirling dervish ceremony she witnessed, which involves meditative spinning. "I came back with all the photos, and that's where the idea for the circle skirt was born." There are 22 of them in the lineup, in different patterns and fabrics, yielding surprisingly varied but uniformly lively results.

Martin herself was wearing trousers at the presentation, a rarity, and pointed out the pieces for the minimalist contingent: an almost preppy tailored red blazer with gold buttons, flat front pants in a perky pink, and an offering of white shirts almost as extensive as those 22 circle skirts. But "more, not less" is an best way to describe the brand ethos: more color, more print, more woo-woo, more joy. Before I left I put my left hand, "the receiving hand," on a labradorite that called to me from the crystal altar; apparently it's useful for "upper chakra activation." If you don't leave a La DoubleJ presentation happier, you weren't paying attention.













LA DOUBLEJ
RESORT 2026

By JJ Martin



BY TIZIANA CARDINI
JUNE 13, 2025

"Wrapping the world in joy" is La DoubleJ's motto—and even if the world doesn't seem to listen to such urging, founder JJ Martin bravely marches on as a standard bearer of mood-boasting, spirit-lifting fashion. To celebrate 10 years of turning everyday style into a full-on fiesta of high-vibration prints, she relocated the company to the new LDJ Starquarters, a six-story playground in Milan's hip Naviglio district. Housing the label's full operations and serving as a consciousness-raising hub for its community, the new LDJ offices are crowned by the expansive Galactic Deck—a gathering space with sweeping 360 views over the city, where the the brand's followers come together for spiritual practices, some of which involve a custom-made gong. Encrusted with meteorite fragments, and forged in a fire ceremony at Mount Etna, the gong presides over meditations, healing sessions, and yoga classes. For Martin, the sky's the limit—quite literally.


01


02


03

LA DOUBLEJ
SPRING 2024 READY-TO-WEAR

By JJ Martin



BY TIZIANA CARDINI
SEPTEMBER 24, 2023

La JJ Martin is in love with everything Florentine—this apparently includes a very special guy, but we can only guess, so we'll leave it at that. Florence was the cradle of the Italian Renaissance, a term that translates into 'rebirth,' an esoteric meaning that obviously isn't lost on Martin, whose creativity (and knack for business) is fueled by her intense devotion to spiritual practices.

"I've spent hours in Florentine churches, completely enthralled by their beauty," she said. She was given tours of museums and private palazzos; the usually rather snobbish Florence opened its doors to La Martin, and she reciprocated, creating a fall collection entirely inspired by the luminous pulchritude of its Renaissance. The presentation was held in an elegant Milanese palazzo, while in its courtyard a group of flag-wavers and drummers from the Tuscan city of Arezzo performed their boisterous art wearing knits and denim made by La DoubleJ. No doubt La Martin has a thing for vibrational-rising entertainment.

La DoubleJ collections are a feast for the eyes and are bona fide mood-lifting tonics that even today's pouring rain couldn't dampen. Renaissance motifs of allegories, grottesche, griffins and mythical creatures were translated into bold prints or jacquards, woven onto sumptuous silk dévoré velvets and brocades. Embellishments of pearls and crystals ornamented high-waisted damsel dresses; silhouettes spanned from the romantic to the vampy, from the floor-skimming to the ultra-short. Always "rebirthing herself" and her exuberant fashion creature, the generous Martin offered food for the spirit, while delighting our voracious, self-indulgent closets.



LA DOUBLEJ

SPRING 2024 READY-TO-WEAR

By JJ Martin



BY TIZIANA CARDINI
SEPTEMBER 24, 2023

Braving the not so collaborative weather has often made Milan Fashion Week nerve-racking this season (outdoor shows canceled, traffic unmanageable). Yet the intrepid JJ Martin had a pint-size carousel built en plein air in the Porta Nuova square. Any other designer would've been pale with worry and prone to heart attacks. But Martin? No. The day of the presentation it rained, but her posse of indomitable aficionados, who flew in from around the globe for the occasion, kept going for "joy rides" on the carousel. Led by Martin's guru charisma, they raised their vibrations so high into the stratosphere that the Goddess of Rain, tired of being angry and distracted by the improbable carousel situation, stopped the downpour and went shopping in Via Montenapoleone's Quadrilatero instead. In the end, it didn't rain on La DoubleJ's parade.

For Martin, the world is an oyster replete with bountiful gifts to be enjoyed to the fullest. In April she went to Seville during its Feria to celebrate the birthday of a friend. It's a time when the Spanish lust for life and sizzling drama is at its apogee, and obviously La Martin threw herself into the thick of it. At today's presentation, she received guests fully clad à la flamenco dancer, with flowers in her coiffure and sporting a La DoubleJ flounced number that was a swirling triumph of ruffles *alla Spagnola.*



The collection seemed to have been conceived while listening to the ebullient rhythm of castanets and clacking heels: Upbeat and colorful as usual, it was somehow further dramatized by a panoply of tassels, fringe, crocheted inlays, lacelike macramé, and swingy ruching. La DoubleJ's ever-expanding range was enriched by new prints, textured fabrications, and flattering silhouettes, spiked with the uplifting, contagious vitality of Martin's spark. Everyone wants a piece of it—there's a sort of "I'll have what she's having" effect, as in Meg Ryan's famous restaurant scene from *When Harry Met Sally…*

LA DOUBLEJ
RESORT 2024

By JJ Martin



BY TIZIANA CARDINI
JUNE 22, 2023

"It's resort! Everyone wants to party or go to the beach or wear a puffer jacket!" So said JJ Martin, who was as ebullient and high-vibrational as ever at a showroom appointment, presiding over a flock of DoubleJ employees in head-to-toe prints.

"Think Iris Apfel throwing a *Dirty Dancing* holiday party on Lake Como," she elaborated about the tone of the collection. You could easily visualize the 101-year-old priestess of fabulousness clad in La DoubleJ creations. "She's like a great grandma spirit for La DoubleJ. The way she plays with such great joy and sass is exceptional, but also she's got real rigor and discipline," Martin added.

Speaking of puffers, there were many opulent varieties here—sequined, embroidered, boasting intricate jacquards, made in rich brocade or plush velvet, and trimmed with mongolian lamb. The festive, dressy vibe was amped up by party dresses that were alternately shimmering and feather-trimmed, hand-embroidered in raffia, or encrusted with lace intarsia. Whether long and slender, tiered and voluminous, short and retro, or glamorously bohemian, there was a mood-boosting solution for everyone. "There's nothing depressing in what we do," Martin said.

New jean options were introduced as fresh additions to the ever-growing line, and denim has never looked so zesty. "What I'm constantly thinking about is how we can get people into a joyful state," Martin elucidated.

"Let's wrap the world in joy and raise everybody's vibration—that's my mission."



LA DOUBLEJ
FALL 2023 READY-TO-WEAR

By JJ Martin



BY NICOLE PHELPS
FEBRUARY 23, 2023

JJ Martin had big news today, and it wasn't just that she'd scaled up from appointments at her Via Sant'Andrea boutique to a presentation in a remarkable decommissioned church. Martin has named Maureen Chiquet, the former CEO of Chanel, as the chairman of her growing brand. It's a significant appointment, indicative of La DoubleJ's potential for growth.

Not that Martin has had any trouble with attracting an ardent customer base. So clear is her vision, that the La DoubleJ offerings have grown well beyond the ready-to-wear she started with to include shoes, accessories, and homeware. A line of wallpaper is next on the agenda.

The fall collection was inspired by a pair of trips Martin took to Egypt last year—not the "luxury trips on a beautiful sailboat that everybody's taking," but a "tough, nitty gritty, going into temples in pitch black with flashlights to replicate many of the ancient Egyptian rituals, ceremonies, and meditation techniques" experience. She spoke of Egypt's lay lines, which are earth's equivalent of the human body's meridians, "places of volcanic eruptions of energy." Martin is nothing if not earnest; the brand lives up to its "raise your vibration" slogan. Pure and simple, though, the country is a visual delight, and Egyptian motifs of all kinds decorated the clothes. Scarabs multiply across a blazer and A-line mini, and bast cats pose playfully on a jacquard trench. The underside of the collar on a silk twill shirt was lined with ankhs, and the precise blue of one of the few remaining temples with paint still on the walls decorated a printed jersey dress. The ready-to-wear is expanding: Martin has added denim to the offering; not your basic five pockets, but studded jackets and jeans dyed in LDJ patterns. She's also amped up her knits.

"We really connected on this idea of raising your vibration," Chiquet said at the presentation. "It's rare to find a brand that actually has a mission and also makes beautiful products, and I love the combination, the intersection, of those two things." Few designers have woven their spiritual beliefs more effortlessly into their label's DNA. Chiquet seems to understand—and endorse—the power in that. Martin is a modern Milan success story, but where she and Chiquet could take the company next—La DoubleJ–branded guided retreats, perhaps?—is uncharted territory.

