WWD

Press Review

La DOUBLEJ.

RUNWAY / MILAN 2026 RESORT

La DoubleJ Resort 2026: New Heights, New Highlights

The ever-expanding world of J.J. Martin's brand went to the mountains — but forget your usual trekking clothes.

By SANDRA SALIBIAN JUNE 13, 2025, 12:00AM









La DoubleJ Resort 2026 Collection COURTESY LA DOUBLEJ

Martin is proving that her label has matured to the point she doesn't need patterns either to dress her bold sisterhood, as she calls her community, or to channel that "raise your vibration" mantra that informs everything she touches. Her customers can look just as good thanks to her research into fabrics, eye for color combinations and little fancy details.

Cue silk velvet coats and tailoring that felt rich and comfy in their sophisticated yellow ochre or dusty rose shades and tassel closures; easy-to-approach shirts, either fitted or workwear-inspired, enriched with sequined collars and pockets; frilly blouses and sheer capes in solid colors to style with pants or layer on matching billowing dresses, and Martin's version of a LBD, cut in a figure-enhancing jersey silhouette with a printed lining peeking out from slits.

Even when working with jacquard fabrications, Martin included tonal options for a more subdued approach, as seen in a handsome white barn jacket.

Those wanting the full La DoubleJ experience weren't disappointed, though. Between a standout, allover-sequined pink dress with floral motifs; printed crepe de chine frocks; the plethora of pleated pieces in different lengths and patterns, and new crafty vests covered in looped threads or 3D tulle embroideries, there were many new takes on the brand's flamboyant side.

If you've always associated La DoubleJ's printed dresses and jacquard sets with chic weddings, weekend getaways on Lake Como and all-day-long parties at St. Barth, you'll be surprised that founder J.J. Martin decided to have her resort 2026 collection photographed somewhere completely different — the Dolomites.

But even if she took her fashion to mountainous heights for the look book images, the collection impressed more for its width, as it built on the ever-increasing expansion of La DoubleJ's vibrant world.

"Can you believe that now we have seven different styles of white shirt?" Martin said during a walk-through in her new — and also expansive — headquarters in Milan. She put even more emphasis on the many garments in solid colors hanging on the racks, which nicely balanced off the prints galore her brand is known for.

RUNWAY / MILAN 2023 FALL READY-TO-WEAR

La DoubleJ RTW Fall 2023

JJ Martin widened her reach, interpreting the spirit of intricate patterns and embroideries on more accessible denim, solids and graphic knits.

By BOOTH MOORE FEBRUARY 23, 2023, 5:50PM



La DoubleJ RTW Fall 2023 COURTESY OF LA DOUBLEJ

Lifelong spiritual seeker JJ Martin brought her La DoubleJ fall collection to life at San Paolo Converso, a church that once belonged to a convent and since being deconsecrated in the early 19th century has functioned as a recording studio and an art exhibition space.

Called "Awakening the Divine," the collection took inspiration from Martin's summertime spiritual journey down the Nile in Egypt, and the influence could be seen in the house prints, which are getting more engineered, with elaborate cat, scarab, falcon, ankh and papyrus motifs this season.

The designer worked with more body-inclusive silhouettes, including a high-waist dress with full skirt, expanded ready-to-wear to capes, trench coats, velvet pants suits, and more jersey pieces, and introduced denim with hand-placed prints on jackets, skirts, and high-waist jeans, to wear with her signature "Raise the Vibration" tees.

She is clearly working at widening her brand, interpreting the spirit of intricate patterns and embroideries on more accessible pieces, solids and graphic knits.

Martin's most recent trip (pun intended) involved doing plant medicine with an Indigenous tribe in Brazil, which could show up as a collection soon. "It's interesting to have these different experiences in Egypt or Sedona, Arizona, and it's fun to show all this in a church, which at one point was a holy place," she said. "All of these things are sacred symbols, they cross, and I love playing with that and mixing it all up."

RUNWAY / MILAN 2026 FALL READY-TO-WEAR

La DoubleJ Fall 2026: Ornate Connection

A serendipitous moment in Ireland inspired J.J. Martin's new prints, which added to her ever-expanding, vibrant world.

By SANDRA SALIBIAN FEBRUARY 28, 2026, 8:57AM



La Double J Fall 2026 Ready-to-Wear Collection at Milan Fashion Week. COURTESY OF LA DOUBLE J

Timing is everything. Stepping into the La DoubleJ presentation at golden hour gave a new meaning to the brand's motto: "Raise your vibration." The natural light filtering through the windowed rooftop terrace of the company's headquarters in Milan, where the fall 2026 collection was presented, amplified the mood-boosting designs of J.J. Martin and the joyful spirit she instills in her fashion.

The brand's founder recently witnessed the power of timing as well. Her fall 2026 effort traced back to a sacred site tour of Ireland she took last summer. In between meditations and visits to crumbling ruins, she went to Dublin's Trinity University, where she encountered the Book of Kells, the iconic illustrated manuscript dating back to the ninth century. The ornamentation of the pages — combining traditional Christian iconography with swirling motifs, figures of humans with mythical beasts, interlacing patterns and vibrant colors — immediately clicked with Martin.

The visit resulted in new prints for fall, with designs of snakes, dragons and wild creatures appearing on fluid shirts and palazzo pants, for example. Drawing from Celtic decorative motifs, the patterns added to the more familiar geometric and floral ones splashed over pleated minidresses and figure-hugging alternatives.

Martin also added new silhouettes to her ever-expanding world, including a billowing long dress with a ruched detail on a shoulder that is likely to solve many wedding guests' wardrobe dilemmas come fall.

Yet her most striking work this time was on outerwear, a category one doesn't immediately associate with her brand but that offered compelling options for those looking for statement pieces. The voluminous peacoat in brushed checks and a handsome oversize gray coat embellished with pink feathery appliqués were great ways to turn the mundane into the joyous and raise (fashion) frequencies even on the coldest days.

RUNWAY / MILAN 2024 FALL READY-TO-WEAR

La DoubleJ Fall 2024 Ready-to-Wear: Renaissance Symbols and Creativity

Choosing the Renaissance as an inspiration was a smart move, entirely in sync with founder J.J. Martin's vision for the brand and celebrating abundance and self-expression.

By LUISA ZARGANI FEBRUARY 25, 2024, 11:20AM









La DoubleJ Fall 2024 Ready-to-Wear Collection at Milan Fashion Week COURTESY OF LA DOUBLEJ

For fall, J.J. Martin paid tribute to Florence, the Renaissance era, and "the power of rebirth." Celebrating Italy's craft and one of the country's "most creative and innovative eras," she didn't hold back on rich textures and motifs, as well as intricate embroideries, while keeping her silhouettes simple.

Martin chose the ideal setting for the presentation, Milan's 15th-century Palazzo Isimbardi, with flag twirlers in medieval costumes performing in the courtyard.

"The Uffizi [Museum] vaults and its paintings, the emblems of the Medici family, the 'Gryphos' print, reimagining the legendary half-fish, half-horse hybrid were inspirations for some of the patterns," Martin said in her signature joyful and energetic way. There were many motifs, often symbolic, such as the pomegranate that stands for fertility, she remarked, as well as romantic roses, bows, guardian angels, flowers, seashells and constellations.

"There's opulence, with brocades and ornamentations, but I chose to balance the prints so in some looks they are not full-on and allover," she explained, as she also offered white crisp cotton shirts and the Lacey Visconti dress in black.

RUNWAY / MILAN 2024 SPRING READY-TO-WEAR

La DoubleJ RTW Spring 2024

A stay in Seville last April during the city's Feria led founder J.J. Martin to present a joyful and fun collection, highlighting Italy's craftsmanship.

By LUISA ZARGANI SEPTEMBER 24, 2023, 12:52PM









La DoubleJ RTW Spring 2024 COURTESY OF LA DOUBLEJ

A stay in Seville last April during the city's Feria led founder J.J. Martin to present a joyful collection — and as colorful as can be. Both are La DoubleJ's signatures but this season the designer further shined a light on the craftsmanship of Italy's artisans with intricate macrame details on tube dresses and multicolored raffia skirts.

La DoubleJ took over Milan's Porta Nuova district with a working carousel that injected yet another touch of fun to its first live model presentation, following a global street casting. The brand's signature allover prints ranged from sun-faded rows of fans on miniskirts with tassels and flamenco-inspired short jackets to colorful florals on flounced dresses and seashells on pencil skirts.

Fringes embellished the brand's signature Sophia dress, and sweaters came in a loose weave or chunky. Clutches, totes and sandals were in sync with the festive mood and decorated with raffia fringes, and long, colored tassels. The macramé ballerinas are sure to sell like hot cakes. Well-done, or as they say in Spain, *olé*.

RUNWAY / MILAN 2027 RESORT

La DoubleJ Resort 2027: To the Lighthouse, and Everywhere Else

The brand's retail rollout acceleration is propelling J.J. Martin's creativity across different weights, shapes and categories.

By SANDRA SALIBIAN JUNE 11, 2026, 12:00AM









La DoubleJ Resort 2027 Collection COURTESY OF LA DOUBLEJ

The 6,000-square-foot La DoubleJ flagship that opened in New York last month was dubbed by the brand's founder J.J. Martin "The Lighthouse" as she wanted it "to be a focal point and a vessel for all the energy work we do."

In truth, the Manhattan townhouse — the latest in a series of openings spanning from Dallas to Palm Beach — is proving to be a lighting guide in more ways than one, including in Martin's creative process.

"Having all these stores is helping us with the merchandising, for one," she said during a walk-through of her resort 2027 collection at her brand's Milan headquarters. The feedback she's receiving from customers is encouraging her to further explore different weights, shapes and product categories to answer to their different demands.

"Women just want to feel good," she said. "What I noticed about people in our New York store, they were all talking about their feelings. They felt uplifted and joyful. For us, it's really about creating that container for feeling good, and allow them to do it in their way."

She instilled "the razzle-dazzle and the excitement of dressing" into her usual flowy frocks and fringed scarf dresses splashed with floral prints, while Lurex threads and silk satins infiltrated additional fluid silhouettes to catch movement and light. A new gemstone pattern popping on easy-to-approach shapes, as well as taffeta separates with embroidered embellishments, offered alternative ways to express the bold nature of the brand.

The vibe continued in the standout outerwear, which is growing into a point of strength for the label. Cue jacquard capes, voluminous coats reprising the botanical inspiration or covered in a feathered deer pattern, as well as opulently hand-beaded bomber jackets pushing the more-is-more approach into sportier territory.

Martin's maximalist touch also informed fancy knitted sets; jacquard denim minidresses and barrel jeans that added to simpler cotton chambray separates and the Winter White capsule of fuzzy wool sweaters, pristine pants and shimmering eveningwear covered in gradient sequins, which blatantly addressed the end-of-year celebrations.

For those preferring sandy shores to winter wonderlands, Martin made sure to include swimwear and airy caftans in her lighter options, which will come in handy for checking out the profusion of activations she recently did in hospitality.

RUNWAY / MILAN 2026 PRE-FALL

La DoubleJ Pre-Fall 2026: Double — or Triple — the Way

J.J. Martin is exploring new weights and enhancing the versatility of her mood-boosting, printed designs.

By SANDRA SALIBIAN DECEMBER 2, 2025, 12:00AM









La DoubleJ Pre-Fall 2026 Collection COURTESY OF LA DOUBLEJ

It's quite challenging to keep up with J.J. Martin. The energetic editor-turned-entrepreneur just opened a store in Dallas, touched down in Paris for a La DoubleJ event and was gearing up for another work trip to Athens when meeting WWD for a walk-through of her latest collection.

In her 2026 agenda, some pages are already circled in red, coinciding with big activations including those at the brand's new store in Palm Beach, Fla., and in Saint Moritz in January and February, before the opening of a new unit in New York's Upper East Side, expected to bow in March.

Martin's own schedule and her label's retail rollout require plenty of options to pack and fill the shelves, so it wasn't surprising to see La DoubleJ's ever-expanding assortment in full force at the brand's Milan showroom.

The pre-fall 2026 collection — which Martin refers to as high summer given its delivery timing at retail — highlighted two key elements: the founder's exploration of new weights and a heightened attention to versatility.

Answering her personal demand for unfussy pieces to wear while on holiday in Stromboli, Sicily, Martin revisited some of La DoubleJ's bestsellers in lightweight fabrications, switching silk twill for cotton voile for her printed caftans or flouncy frocks with a boho vibe.

While terrycloth acted as a richer and unexpectedly fun counterpart in dresses jazzed up with bold geometric motifs, ruched printed designs crafted from stretch tulle and jersey delivered a sense of ease in figure-enhancing frocks splashed with optical patterns that could be tossed over swimsuits — or take a turn on the dance floor.

Elsewhere, Martin leaned on linen and macramé separates, as well as *dégradé* color effects, to convey that same summery effortlessness, while she relied on thick cotton and solid colors for more transitional pieces.

RUNWAY / MILAN 2026 SPRING READY-TO-WEAR

La DoubleJ Spring 2026: Divine Dance

J.J. Martin said the mission of her brand is to "raise your vibration" — and there was lots here to do that for her loyal customers.

By LUISA ZARGANI SEPTEMBER 28, 2025, 10:33AM



La Double J Spring 2026 Ready-to-Wear Collection at Milan Fashion Week COURTESY OF LA DOUBLE J

J.J. Martin was inspired by a recent trip to Turkey, where she cohosted a spiritual trip and was introduced to the "whirling dervish, which is a form of meditation where the men are in these incredible, voluminous spurs, and they're spinning for 30 minutes without stopping, and it's this incredible trance state where they are completely in an elevated consciousness."

She has long been embracing energy activations, so she decided to include this idea in her spring collection for La DoubleJ, presenting a performance of the "Shakti," the personified energy or power of a male deity, with a poetic homage inspired by the lineup and choreographed by Stefania Ballone of La Scala, at the brand's new headquarters in Milan. Eight dancers spun and danced wearing layered circle skirts in cotton lace underneath a printed cotton gabardine and beaded tops. Peonies, tulips and hellebore, "symbols of abundance, mystery and renewal," Martin said, were some of the motifs on the colorful prints.

She was wearing a scarf poncho, which she continued to develop for this season, too.

RUNWAY / MILAN 2025 FALL READY-TO-WEAR

La Double J Fall 2025: Introducing Magical Matter

The collection was perfectly in sync with founder J.J. Martin's imaginative, uplifting and colorful world.

By LUISA ZARGANI FEBRUARY 28, 2025, 10:39AM



La Double J Fall 2025 Ready-to-Wear Collection at Milan Fashion Week COURTESY OF LA DOUBLE J

J.J. Martin is always able to inject a dose of positivity and energy into the season and it was no different for fall 2025 as she unveiled La Double J's collection in Milan's sumptuous and frescoed 18th century Palazzo Visconti di Modrone.

"I think that I am just intrinsically attracted to adornment of all kinds, and then the trick is always trying to find a balance so it's not totally overwhelming," Martin said, as she juxtaposed the rich interiors with "1970s galactic sculptures" as a way to "harmonize with the decor without looking like it's a car crash."

She dubbed the collection "Magical Matter" and explained that "it's all about the energetic transformation, raising everyone's vibration as usual" thanks to new "powered-up prints inspired by Mother Earth," featuring insects such as supersized butterflies; mushrooms; birds, and floral prints.

The prints reminded her of "what you would see under a microscope of budding life, constantly regenerating. We're always really recreating, so that's what I'm really interested in and in how we can transform our energies because we know there's a lot of darkness and density out there in the world. So what are the small things that we can do for ourselves to transform? This is just meant to be that kind of joy station," Martin said.

"Nucleus" was a print inspired by atoms and cells in patterns that resemble mosaic-ed stones and the "Camelot" print of a golden stallion was, upon closer inspection, made up of hundreds of other creatures and sprouts.

A catchy novelty was the use of scarves as a new construction turned into dresses and bias-cut tops, vests, blouses, skirts and capes, also reversible. It was an elevated take on boho that fit well with Martin's vision.

There were plenty of knits, which were more intricate and patterned this season, ranging from padded tweed vests and the meditation poncho to a hand-crocheted mini cardigan. Crystal embroideries added a luxurious touch to tweed jackets and skirts. A bomber in custom Lurex bouclé and a cocooning coat with "akimbo hems like a kimono," she said, was available in printed brushed wool.

RUNWAY / MILAN 2025 PRE-FALL

Come for Prints, Stay for Knits at La DoubleJ Pre-Fall 2025

J.J. Martin is building a brand that more and more people can indulge in, even those who don't go for flamboyant prints.

By SANDRA SALIBIAN DECEMBER 19, 2024, 9:49AM



La DoubleJ Pre-Fall 2025 Collection AMINA MARAZZI GANDOLFI/COURTESY OF LA DOUBLEJ

One can always count on a J.J. Martin collection for a mood-boosting fix. The editor-turned-entrepreneur keeps expanding La DoubleJ's colorful world across styles, shapes and product categories, with the most recent introduction being an eye-catching line of jewelry and hair accessories. Her new onyx and lapis lazuli necklaces can go just as far as the brand's signature retro-tinged printed frocks in conveying a touch of eclectic sophistication.

The pre-fall 2025 collection — which Martin often labels as high-summer in light of its delivery timing at retail — further displayed the founder's plan to pivot La DoubleJ from being a pure print player to a complete wardrobe provider by offering an array of shapes and styles.

The printed frocks Martin is best known for were rendered in more streamlined versions to tame their distinctive flounces and frills, or shortened to make them more suitable for everyday wear. Colorful floral motifs, sinuous abstract graphics and patterns reinterpreting the mosaics Martin discovered during a trip to Tunisia also jazzed up a silk shirtdress, billowing frocks, fluid pajama sets, little caftans, off-the-shoulder tops and palazzo shorts.

Less predictable options ran the gamut from windowpane laced tailoring cut in relaxed proportions to a series of knitted separates that were particularly appealing, especially color-blocked polo shirts that could be worn day-to-night and dressed down or up when paired with denim pants or intricately embellished pencil skirts. In the same vein, a dress combining pale yellow and pink hues with black trim offered a charming new take on Martin's occasionwear.

RUNWAY / MILAN 2025 RESORT

La DoubleJ Resort 2025: White Shirt in Printed Wonderland

A white shirt in a La DoubleJ collection? It's all possible since founder J.J. Martin is increasingly committed to turning the brand from a pure print player to a complete wardrobe provider.

By SANDRA SALIBIAN JUNE 24, 2024, 9:00AM









La DoubleJ Resort 2025 Ready-to-Wear Collection AMINA MARAZZI GANDOLFI/COURTESY OF LA DOUBLEJ

"I'm into caps right now," said a bubbly J.J. Martin emerging from her studio in Milan, both her hands touching the visor of her baseball hat. The accessory spelling "joy" in capital letters was a perfect manifesto of her brand's ethos, yet it wasn't the most interesting part of her OOTD: she styled a vintage La DoubleJ skirt — a frilled midi style in popping yellow with colorful embroideries — with a simple white tank top.

Being a print lover, the choice of the plain top inevitably stood out and pointed toward the attitude Martin embraced with her resort 2025 collection — how she's expanding La DoubleJ's world to include more everyday shapes in solid colors.

"It's less of a print overload and more of a print evolution," she said of her creative approach and overarching goal of pivoting the brand "from a print player to a complete wardrobe" provider.

Hence, more monochrome options were integrated into her lexicon. These encompassed her take on a tuxedo shirt, with its tone-on-tone plastron on the front the only ornamentation on the elongated, crisp silhouette; satin black pants and soft sweaters crafted from cashmere and merino wool-blends, as well as crushed velvet dresses revealing a more subdued yet still impactful side of La DoubleJ's signature partywear.

Martin softened the boldness of the brand's distinctive prints in more digestible graphic patterns on jacquard mini frocks, flared pants and knits; checkered motifs on wool bomber jackets, and faded florals on chiffon skirts. In the same vein, she turned archival La DoubleJ colorful prints into black and white with occasional ocher touches for a more laid-back effect.

But those loyally heading to the brand for its vivid patterns weren't left behind: Martin also put her flamboyant hand to everything from beachwear to occasionwear, passing through tailoring, outerwear and new shapes, such as beautiful capes and maxi shawls in heraldic motifs and an oversize coat in leopard printed brushed wool. The sparkly surfaces of sequined double-face puffers and fil coupé separates and flowy dresses added to the patterns galore and reinforced her vision of joyful dressing.

RUNWAY / MILAN 2024 PRE-FALL

La DoubleJ Pre-Fall 2024

A boat trip across Greek islands left J.J. Martin short of garments, so she came up with plenty of lightweight and effortless solutions to fill this lively collection with.

By SANDRA SALIBIAN DECEMBER 18, 2023, 5:00AM









La DoubleJ Pre-Fall 2024 AMINA MARAZZI GANDOLFI/COURTESY OF LA DOUBLEJ

Call her J.J. Martin, the problem solver. The editor-turned-entrepreneur behind La DoubleJ likes to have wardrobe options covered when hip-hopping from one side of the world to the other, and with her mood-boosting (and ever-expanding) brand she's on the mission of sharing plenty of solutions with her community of women, too.

So when during a boat trip across Greek islands at the end of last summer she found herself short of garments she wanted to wear, Martin battened down the hatches for both herself and her customers. Her brand's pre-fall 2024 collection — which she often addresses as high-summer — was conceived as an answer to that situation, leaning toward lightweight and effortless pieces with a strong daywear focus.

Think of cotton caftans, silk wrap dresses and gauzy knits to wear on deck and toss over swimsuits. Eyelet separates also abounded and looked great in Martin's printed version, resulting in both floral or geometric black-and-white patterns on flouncy dresses and essential frocks in shorter proportions.

As for the brand's signature colorful graphics, these included a chain motif with a vintage flair that was splashed over a plethora of uncomplicated silhouettes in military green hue, as well as a light blue snake pattern. The latter magnified the summery vibe of white separates, ranging from pants to one-piece swimsuits doubling as everyday leotards.

Other cute prints popped up on a cotton voile wrap skirt and oversize men's shirts that made for the ultimate wardrobe essentials. Sturdier fabrications were deployed to face sudden whiffs of wind in style, as seen with a pretty denim jacket that can easily work when back on shore and in the city, too.