

MISS L. RAY

MISS L. RAY is a ready-to-wear label for girls and young women between the ages of six to eighteen years old.

It was founded in 2014 following a small capsule collection of 6 winter staple pieces that subsequently developed into a broader collection.

A subtle approach to design paired with contemporary styling, the label is defined by clean and minimal aesthetics with witty and quirky colour combinations.

Feminine yet not overly girly, the wardrobe is full of luxurious staples and strong directional pieces for effortless everyday cool, such as innovatively cut dresses and skirts, Italian merino wool chunky knit sweaters and tailored coats.

Its founder and creative director Natasha Milkovich, draws inspiration from her early childhood in the former Yugoslavia that saw her spending summers at her grandparents' house, located on the grounds of a world heritage archaeological site picking up on an effortless and hippy vibe, but also from the two cities she loves - London and Vienna where she has spent most of her grown up life. Those two aspects shape the aesthetic of her collections fusing classic European tailoring with edgy yet relaxed silhouettes.

Natasha wanted to create a brand that is deeply committed to creating beautifully constructed clothing for girls without compromising her ethics and key values, a brand that reflects a slower pace and a process whereby everything is created with great care and attention to detail. Every season sees the creation of new patterns handcrafted by her team. Every fabric, yarn and trim is sourced directly from their studio through a handful of long-term suppliers.

She strongly feels the importance of manufacturing collections with conscience and respect for the world our kids grow up in. Natasha is deeply committed to supporting small businesses in the former Yugoslav republics, only a handful of which survived after the 90's civil war in where was once a thriving textile industry. This in turn creates employment opportunities for women, enabling them to become financially independent and improving living standards for their entire families. Sustainability plays a huge part in the way she sees her company developing in the future.

All MISS L RAY collections are crafted in carefully selected European factories and workshops often collaborating with regional artists and textile designers to bring a fresh outlook and a diverse perspective.

With easy and relaxed sensibilities and signature clean silhouettes, MISS L. RAY is for a truly strong and modern girl who cares where her clothes come from, and is willing to make a change for the future.

