



BIANCA BLU  
BY KJ

### For immediate release

Born out of a struggle to find professional clothing made from high quality fabrics, founder and designer Kaisa Johanna Eskelinen launched Bianca Blu, made with the modern woman in mind. She noticed a gap in the market for elegant designs offering clever and flattering cuts without being too trend-led or traditional.

Bianca Blu's first collection, Collezione Milano, is inspired by strong women and captures the essence of the independent and ambitious woman who can accomplish anything she puts her mind to. The collection shows that feminine is the new power dressing and features tailored dresses, occasion wear, jumpsuits and romantic lace tops with a contemporary twist.

Bringing together soft pastel shades, warm blush tones and contrasting black and white colours, the palette is both eclectic and classic. The brand only uses luxury fabrics from Italy including silks, wools and crepes.

Discover the full collection at [bit.ly/collezionemilano](http://bit.ly/collezionemilano)

### Founder Notes

While working in the City, founder and designer Kaisa Johanna Eskelinen found herself dissatisfied with the lack of workwear in good quality fabrics and flattering cuts. Expert tailoring, luxury fabrics and fitted, timeless designs are at the core of Bianca Blu. All fabrics and garments, with the exception of unique French lace, are sourced from and manufactured in Italy.

[www.biancablu.co.uk](http://www.biancablu.co.uk)

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