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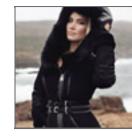
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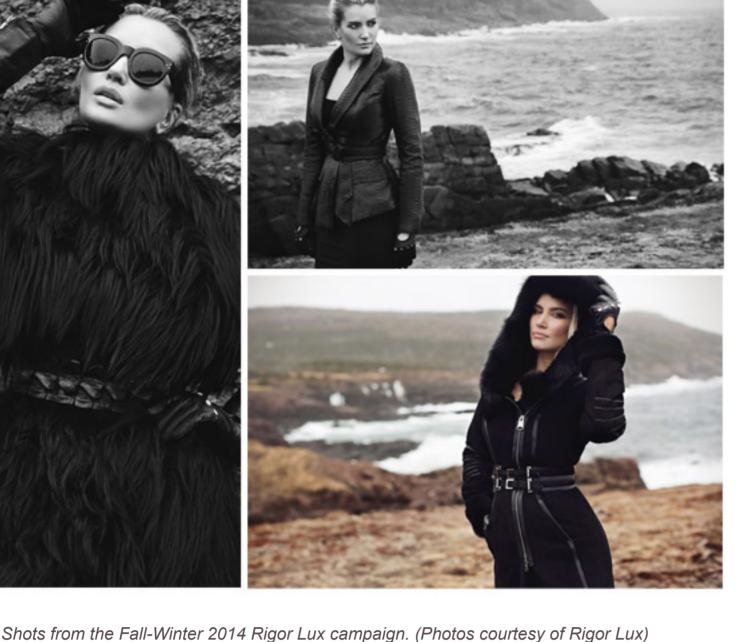
Introducing Rigor Lux: Miranda Murray's Sleek and Sturdy Outerwear by Katia Jean Paul

published November 14, 2014

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In the land of sleet and snow, a new outerwear brand delivers on its promise to protect from the elements in style. Miranda Murray, founder and creative director of Rigor Lux, talks to our fashion columnist about growing up "on the edge of the earth", building a brand, and what goes into making a contemporary yet timeless coat.





fashion in some form or another," recalls Miranda Murray, founder and creative director of emerging Canadian luxury outerwear brand Rigor Lux. "My grandmother used to have stunning overcoats and she would always be

"I grew up in Newfoundland and although it was not exactly a fashion destination, I was constantly exposed to

dressed to impress. My sister was a successful model who traveled the world and she would bring me beautiful stylish clothing and fashion magazines from all over. I was fascinated with the fashion industry and designers from an early age, and I always knew that I wanted to be a part of that as a creator." As Murray points out, Newfoundland is not a place one would normally associate with fashion. Nevertheless, its rugged landscape provided plenty of inspiration for the



fledgling designer, whose debut Fall-Winter 2014 collection, the campaign of which was shot on the shores of the easterly island, evokes its jagged yet idyllic terrain. The lot of women's and men's luxe outerwear boasts quality classic tailoring that rivals that of major European fashion houses while edgy detailing and plush fabrics—think suede and leather piping, Italian cashmere wool, diamond back python, Scandinavian fox fur, lambskin and Toscana shearling, among others—lend modernity to the belted trench coats, imposing overcoats, peplum jackets, ladylike swing coats and other pieces on offer. However easy on the eyes, Rigor Lux outerwear, which retails between \$800-\$2,500, is built to withstand inclement weather, striking the perfect balance between stylish and suitable outerwear for our notoriously harsh climate. "Being on the edge of North America, in Newfoundland, you need to keep yourself protected from the elements so even some of our cashmere wools are water resistant," says Murray. "I am always thinking of the person who will wear the coat when I am designing it. Where are they going to wear it, what is their body type, and who is that person? I use shearling sheepskin that is light and thin but very warm, and that allows for me to make something more fitted and stylish for harsh winters. I also use almost weightless interlinings and fusibles inside the garments that keep the garment light, warm and comfortable." Pictured left: Miranda Murray, founder and creative director of Rigor Lux. (Photo courtesy of Miranda

heavyweight Oscar de la Renta, a fact that isn't lost on the Newfoundland native. "It is an honor to have my outerwear brand showcased beside such a coveted brand at Hudson's Bay," says Murray.

Murray)

Teaching herself how to sketch as a teenager, Murray went on to study fashion marketing at Lasalle College in Montreal and then fashion design at New York's prestigious Fashion Institute of Technology (FIT). In the years that followed, she apprenticed with several New York-based couture designers, including designer to the stars Michael Houghton. "He taught me a lot about high-end couture construction and textiles," says Murray.

designers, including hand sewing couture garments, fabric sourcing and graphic design, Rigor Lux was born.

Two years ago, the designer who was always set on outerwear, went to work building her brand. In 2013, after much research, hard work and thanks to the variegated skills she picked up while working side by side with





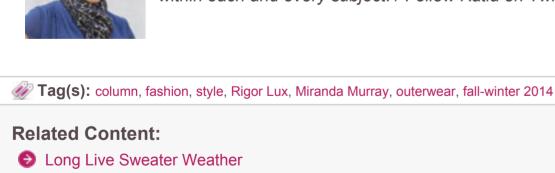


As Rigor Lux gains momentum on the Canadian and American fashion landscape, Murray says her Fall-Winter 2015 collection will boast more colour and interesting shapes.

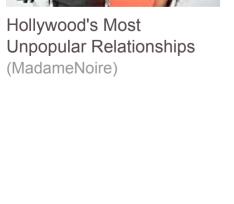
says Murray. "Try to learn and experience every part of your brand so you know how it operates inside and out." Rigor Lux outerwear is available at Hudson's Bay and select high-end retailers across Canada. www.rigorlux.com

Until then, she has some sage advice for aspiring designers. "I have been told from the beginning and I know from experience that it is crucial to learn about business and marketing if you want to have your own successful brand,"

Fashion, art, architecture, design, TV, and film: Katia Jean Paul is a Montreal-based writer who casts a critical eye on her many idées fixes, unearthing the aesthetic and cultural dimensions within each and every subject. / Follow Katia on Twitter: @KatiaJeanPaul



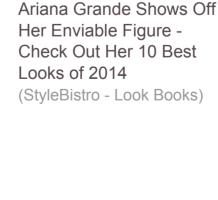
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