NEW YORK

Products and Descriptions





LFD Colour Crash short sleeve check shirt

Regardless of what side of the bed you got out of this morning, slip into this shifting little number. Champion your multifaceted personality, without getting hung up about which will win out.





LFD Blackout Skate Check Shirt

The skate park, like all creative spaces, is a haven of colour where you get burned to learn. Our multi-pocketed shirt ensures you're set both stylistically and practically; blackout segments reflect the realities of the times, and the seriousness of your learning curve.







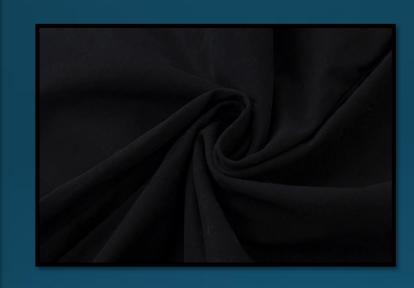
LFD Marauders Distressed Denim and Plaid Mechanics shirt

By the gasoline stand, under an automobile or hanging by the soda machine. Our plaid mechanics shirt harks back to those halcyon Americana days. The logos and distressed denim follow their own 21st Century path.











LFD 71 Vogue Best slim fit cargo pants

Athleisure oriented streetwear taking you seamlessly from one endeavour to the next. Two front thigh pockets, a slim silhouette and ankle hugging heels compliment either prime combat boots or frothe-box sneakers.









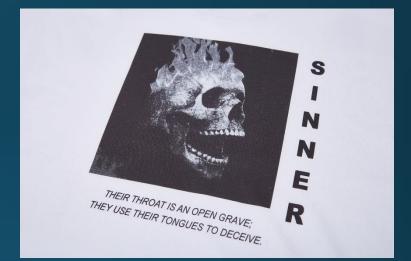


Inspired by the New Testament Book of Romans 3: 13, with a quote and skull imagery that is sure to speak loudly and clearly to reprobates whose main 'sin' is not dressing in style.









LFD Sinner T-shirt (White)

Inspired by the New Testament Book of Romans 3: 13, with a quote and skull imagery that is sure to speak loudly and clearly to reprobates whose main 'sin' is not dressing in style.









LFD Loose Fit Work Shirt

Concede to formal necessities in your own laid back way. Work verses rest discrepancies are divided equally, whether your chilling on the sofa or staking a claim to your own inch of the sidewalk during rush hour.









LFD Live Free Long Sleeve Check Shirt

True freedom is wearing a shirt when you want and how you want. Need a plain white number? Sure. Want a casual check? Go for it. But we're talking about true freedom, so who says you can't have both?









LFD Forbidden Boyfriend Sweater

Think *Stranger Things*. Think late night cable TV. Whatever it is that's keeping you up, *Le Fruit Defendu's* boyfriend sweater ensures you'll be permanently protected from spills, chills and forbidden ills.









LFD 80's Workout Sweater

Clearly, inspirationally, 8os all over. We're thinking lofty New York Dance studio with some pulsing Gerogio Meroda soundtrack. Dim the lights. Aspire. It's you.





LFD La Vie en Rose Check Shirt (Blue)

Torch-song legend Edith Piaf's life was notable because – more than anyone of the time – her songs hit painful personal notes. Save the pain but amplify the personal in our own soft, checked icon.













LFD La Vie en Rose Check Shirt (Red)

The classic La Vie en Rose shirt in scarlet red states you're prepared to bleed for what you believe in. Sing it loud and clear, just like the French icon you'll be honouring.









LFD Astronomical Hoodie.

Interpreting the course of the stars may be a role for prominent wise ones, but who says *you* can't consider interstellar matters *and* be the centre of attention while you're hitting the hard court or scrolling through your playlist









You may only get one bite at the apple, so make sure it's a big apple you're biting. LFD's cotton, standard fit t-shirt, may not be the whole meal, but you won't be starved of style sense here.











LFD Tartan Mix Hoodie

Finest Cotton. Deepest navy, aquamarine and gold on a white base. A classy ensemble that works well with slacks, skirt, or all by itself.







LFD Zip T-shirt (White)

Pure white to match your state of mind. A clean combination with any other colour. When purity of spirit and body is something you want to shout about, go all out white.









LFD Zip T-shirt (Black)

A crisp black t-shirt given an extra svelte edge with that chest dividing zipper. A quick route to open heart truths, a way to hide your intentions or simply to emphasize the uniform meets renegade elements of LFD casuals.







LFD Stone Joggers

Simple front tapered joggers with narrow ankle hugging bottoms allow for ease and flexibility of movement, while you carry out activities across the whole athleisure spectrum.









LFD Paradise Hoodie

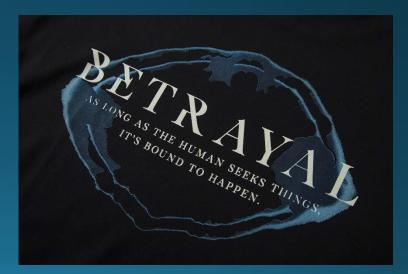
Taking its lofty cue from Michelangelo's depiction of God creating Adam, our cream cotton hoodie lets you fete your own creative streak with a fraction of the effort (but some of the flair) of the great artist.











LFD Betrayal T-shirt (Black)

The betrayal theme – both a denouncement of those who turn against you and also a declaration of the real state of affairs round town. Don't get mad, you'll be using life's setbacks to strive for a better future.









LFD Betrayal T-shirt (White)

The betrayal theme in white. Down on the world and those who seek your glory and its spoils. In white and in time, it's you who'll be shining through.









LFD Greedy T-shirt (Red)

Greed is good – or so said *Wall Street* Mogul Gordon Gekko in the infamous movie's speech. While we disagree with the sentiment, the desire to strive to be successful is definitely worth painting in red.





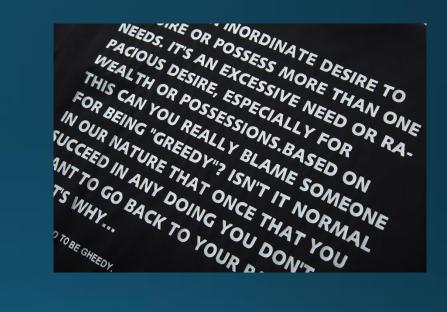


LFD Greedy T-shirt (Black/White)

The aspirational sentiment, this time painted on both sides of the fence, so you can fight for the darkness or you can light up the room, with option to switch allegiances simply by turning on your heels.







LFD Two-way check shirt

Greed spelled out on a black canvas. We're not saying we agree with the quotation, only that - as far as statements go – this is a pretty radical one, so it needs to be spelled out as clearly as possible. But don't just acquiesce; wrestle with it!









LFD Bird Hoodie

Oriental screen print artistry is the inspiration behind this cotton hoodie. Comfort and practicality go hand in hand with a little Eastern refinement for a 21st Century take on mashed up urban realities.









LFD Vision Dreamer Rain Coat

21st Century in either electric silver or statement black, our Vision Dreamer raincoat keeps your finer garments under cover whilst promoting the kind of slick urban cool a rain-soaked sidewalk is crying out for.









LFD Dreamer Hoodie

Bad boy hustle with positive sentiment is the essence of LFD's take on urban classics, including this traditional toggle hoodie with bold print back and side transfers.





LFD Loose Fit Sweater

Returning to the ubiquitous X-logo that made our brand's name, the Live Free and Vision Dreamer slogans allude to all the aspects that make living in New York such an aspirational setting; the black base the reasons why those slogans are necessary.











LFD Betrayal T-Shirt (Black)

A little seriousness never did anyone any harm. Inspired by classic roadie tour t-shirts, with a fifteen digit list of numbers that will keep others guessing, or keep you occupied performing math tricks on the train home from Manhattan to Newark Penn Station.











LFD Betrayal T-shirt (Orange)

Working well with black or any other strong colours, our orange numbered t—shirt is a statement maker fit for summer blending or stark winter contrasts.







LFD Betrayal T-shirt (Mint)

We like our t-shirts in acid green too. Still good for the summer, where the colour will cool you down, or for the winter, when you'll still be the coolest thing in motion.









LFD Woman in Pieces T-shirt

This jet black t-shirt with an affirmative LFD print epitomises what it means to be a complicated 21st Century woman, or what it means to try to love such a woman.







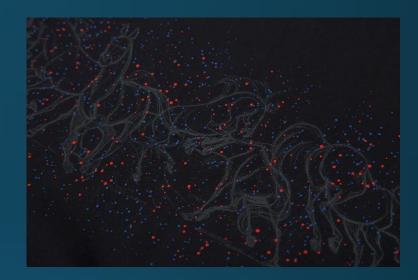


LFD Classic Stone Wash Jeans

When only the finest work wear will do: pre-faded, pre shredded and ready for whatever you're going to throw at them, because – lets be honest – they've seen it all before, and they're *still* you're go-to jeans.









LFD Horse Parade T-shirt

In our dreams the darkest night eventually cedes to images in motion that either threaten or calm. These horses - straight from a ranch hand's reverie - own the whole night and have earned the affection of our racing hearts.









LFD Mountain T-shirt

Whether you aspire to winter sports pursuits, flying high above mountain tops on route to warner climbs, or simply want to compliment the view from your Catskills hideout, our Mountain t-shirt fits the bill.









LFD Chapai Sweatshirt

Clean cut lines and symmetrical pocket shapes ensure that, whether you're enjoying some well-earned downtime or running your game full throttle, matters will never go off course.









LFD Pocket Sweatshirt (Black)

The city is a demanding place these days. Make sure you're winter clothing can meet those demands – pocket squares and double lined stitching are an outward sign that nobody will be taking liberties.









LFD Pocket Sweatshirt (White)

While the black variant meets all challenges head-on, our white version is the budding kingpin's choice when she/he's intent on letting someone else do the dirty work.







LFD College Sweatshirt

A cotton wardrobe staple – this beige role-neck sweatshirt provides just the right balance between formal and casual. Try with light grey chinos for formal, faded blue denim for casual. Perfect under a brown vegan leather jacket.











LFD Cargo Pants

Inspired by Hudson River dock workers' attire. We're attuned to the fact that New York's industrial heritage has kept the city on it's feet for centuries. it's labourers (like you) have to be clothed for the task at hand.







LFD Starlight Shorts/Mini Dress

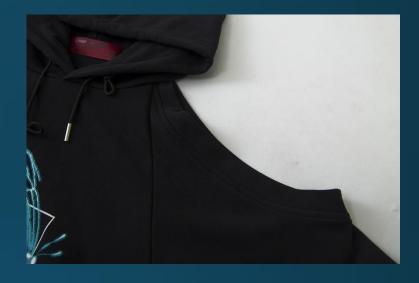
The kind of combination borne of ad hoc stage performances on zero budget, our denim/mini mash-up has survived an eighties performing arts school, and now thrives as your go-to gear for the very *best* kinds of nights out







2011 cult movie Attack The Block might be our inspiration here – angular lines, bared shoulders and imposing logo on black cotton. Whatever it takes to confront the city's demons and get out alive, you'll be dressed for the part.











LFD Attack Hoodie (White)

2011 cult movie Attack The Block might be our inspiration here – angular lines, bared shoulders and imposing logo on white cotton. Whatever it takes to confront the city's demons and get out alive, you'll be dressed for the part









LFD NYC Sweatshirt

When stating your place of origin can only be said with your heart on your sleeve. NYC on a bed of white with blood red and black tartan sleeves. In case you needed reminding: these colours don't run.









LFD Betrayal Sweatshirt (Black)

Inspired by the early eighties underground art scene that brought hip hop culture to the attention of the world. Our torn sweat is an avant garde take on the *betrayal* theme; exposing the unhinged realties that inspire true creatives.







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LFD Brick Road Hoodie (Black)

70's psychedelic cover art meets W.G Sebald novel on an exploration of life's inner and outer mysteries. That said, it's a damn funky hoodie that - even amongst the culturally naive – will be an avid talking point.





LFD Brick Road Hoodie (Red)

Our psychedelic/conspiracy top goes red; adding a little Kubrick undertone to the look, which – when you're riffing on cultural commodities – is great - if dangerous - company to keep.











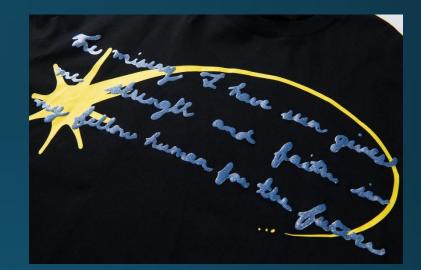
LFD Ring Dance T-Shirt (White)

Pagan values aren't our thing, but dancing together as a symbol of union and as a celebration of a life worth living... Well, that should need no apology. Dance on!









LFD Ring Dance T-Shirt (Black)

Pagan values aren't our thing, but dancing together as a symbol of union and as a celebration of a life worth living... Well, that should need no apology. Dance on!









LFD X Cross Hoodie (White)

A splash of blue and yellow on a plate of white could be an almighty mess. While we're not averse to throwing eggs at walls (within controlled environments) we think our X Cross Hoodie promotes a more refined form of anarchy.







LFD X-Cross Hoodie (Black)

Coming at you through the darkest tunnel, our black variation on the X-Cross theme provides a more impactful take on our core motif.





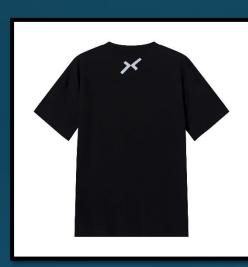




Taking its colour cue from a variety of sources –cheerleader fair, dance studio garb or mid-eighties Olympic branded merchandise. Should you need to explain yourself., the three make quite a team.



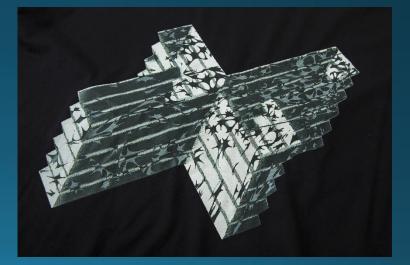




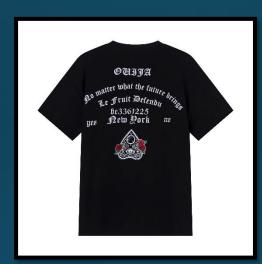


LFD XXX T-Shirt

There may come a time in the future when LFD is a monolithic presence throughout the entire universe. For now, wear this t-shirt to your friend's place. Disclaimer – cotton clothing is no guarantee of protection from seismic intergalactic shifts.











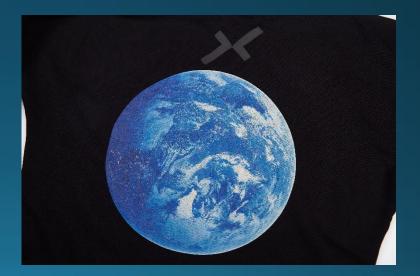
LFD Ancient Script T-Shirt

Bringing our new lines' key elements together – unusual fonts, cryptic messages and ambiguous symbols, where only two things are certain – its LFD New York. It's absolute quality.









LFD Visitors Sweatshirt

They may come from afar – alien visitors on a (hopefully friendly) mission to Earth, trailing stardust in their wake. Likewise, against a jet black sky, you'll be bringing it home in the fashion stakes. Tell it to the world!



LFD Joggers

Relaxed fit and comfortable cotton matched to a sleek black silhouette and ankle hugging heels make our patent joggers perfect for both gym, street and home.



LFD Regular Fit Jeans

Our finest dyed denim in a sleek, slim finish ensures a more confident silhouette, whether you're wearing shoes or sneakers, a tight t-shirt or relaxed cotton work shirt.







LFD Grunge Jeans

Ticking all your smudged 90's boxes – pre-faded light blue denim, mid rise, lightly shredded, tattooed slacker jeans. When you want to take the very best for granted, think no further.







LFD Lace Sweater

The latest trend in athleisure is the incorporation of your body's most natural style feature – skin. This means black over whatever your bearing underneath, or over your t-shirt or vest in any colour.







LFD Tonal Dress (Black)

Taking it's cue from Japanese streetwear's patchwork mashups, our asymmetrically lined dress doubles as a jacket, with belted options adding functional support as well as street nous.







LFD Tonal Dress (White)

Taking it's cue from Japanese streetwear's patchwork mashups, our asymmetrically lined dress doubles as a jacket, with belted options adding functional support as well as street nous.







LFD Denim Jacket

Inspired by the etchings of the pious, our fruit tree referencing images go straight to the core of the LFD brand. On a soft grey base, you can make your case as quietly as you see fit.







LFD 80's Print Sweater

Leopard prints in blue on white with a yellow trim on jersey: something you have to see to believe. That it works so well (in a relaxed eighties way) is something we could've told you in advance.







LFD Monet Hoodie

Whirls of colour and light enliven a navy sky. But there is no Parisian café in sight. Instead it's the big apple - Manhattan's skyline in expressionist relief under the LFD banner.





LFD Two-Tone Bomber Jacket

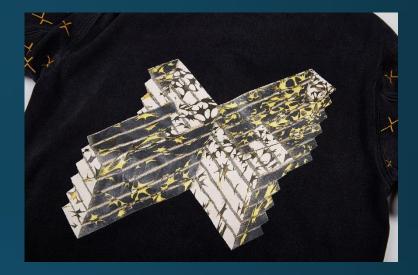
Purple and black bring to mind the stand-off between two of Gotham's most prominent figures. Choose your side or switch frequently between allegiances in our two tone bomber jacket.













LFD Cross Denim Jacket

Laden with our brand's X-symbol to overdrive levels; deepest navy denim provides the perfect bedding for all that light bright stitching.









LFD Two Moon Denim Jacket

There is no dark side to this western, deep blue classic. Both faces are lit up for all to see, as you ride the plains (or the subway) to the sound of a distant howling wolf.







LFD School Bomber Jacket

Classic tailoring given a mysterious take on classic varsity wear. Cryptic lettering and messaging on the back ward off evil spirits whilst you talk sports.







LFD Check vs Check shirt

Don't mix checks or clash colours without some serious deliberation. We've done the deliberating for you here, so you can rest assured it looks cool. Mixing and clashing seem a fine way to live life to the full.







LFD Faze Check Shirt

Absolute comfort courtesy of soft plush cotton and a generous fit. You'll be so relaxed you won't want to go anywhere, but when you do, you'll know you checked the right style boxes.







LFD Two-way check shirt

Combining two semi formal narratives in one casual statement. Purple, navy and deep red are a combination that need no explanation.







LFD Heart Sweater

Our logo combines two attributes we believe are essential to make it in today's world – heart, and ice cool attitude. An intense merging of red and blue forges the crown of gold – a worthy prize for your passionate endeavours.





LFD Tartan Hoodie

Yellow on black combines two archetypal New York elements so that – whether you're riding into town via cab or subway, you're dressed to light things up or befriend the night.







LFD Statue Hoodie

Riding on this blanket-white hoodie like features and script on a dollar bill, the lady of liberty was never one to shy from attention. You'll be on the money *and* garnering looks like the main attraction.







LFD Black and White Hoodie

Never has a street dance battle been so in need of someone who can cross the partisan line that separates rival tribes. In black and white you're cutting new truth from the cloth of old wars and tunes.







LFD Trapped Sweater

One could ask whether you're the trapped one or – judging from the vista – the rescuer. Obviously this'll be no hastily planned mission, but once accomplished you'll have one heck of a story to tell, plus the sweater for your troubles.







LFD Distressed Work Jacket

There are jobs that need doing, and clothes you'll need to do them in. The wind may blow cold round here, but – unruffled and fully protected – you're up for the task and rock steady in faded camel with the classic LFD logo.