



MAMMA MILANO

EMBRACE ITALIAN EBULLIENCE AND FEMALE EMPOWERMENT WITH J.J. MARTIN, FOUNDER OF WORLD-RENOWNED MILANESE LIFESTYLE BRAND LA DOUBLEJ, IN THE ULTIMATE INSIDER'S GUIDE TO ITALY AND HER MAGIC



After moving from Manhattan to Milan 20 years ago, with no job, no friends, and no patience for the Italian way of life, J.J. Martin realized she had no option but to surrender to the vibrant but slow-paced lifestyle. In so doing, she discovered more joy (and success) than she could ever have imagined. In this uplifting volume, J.J. invites us to jump on board and join her on her journey—an outsider's evolution through life, love, loss, creativity, and magic—to today's beloved "Milano." Dive into the delights of Italian fashion, food, and good living; meet some of Italy's leading female tastemakers, healers and heart-openers; tap into J.J.'s spiritual secrets for unleashing inner creativity and wisdom; and more—all with a dash of LaDoubleJ vintage chic and oodles of Italian style. This feel-good book is a celebration and a creation story—both of a brand and of becoming your own woman, the Italian way.

Each copy is bound in one of three LaDoubleJ fabrics. Orders will be fulfilled with one of the fabrics available, selected at random.





Mamma Milano

by J.J. Martin

Illustrations by Mita Bland

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ABOUT THE AUTHOR

J.J. MARTIN is a Los Angeles–born editor turned entrepreneur and founder of the hugely successful Milanese lifestyle brand LaDoubleJ—now a global phenomenon. Having spent years scoping out the very best of Italian fashion and design as a contributing editor for publications including *Harper's Bazaar* and *Wallpaper**, J.J. launched La DoubleJ in 2015 as a shoppable magazine selling clothing and jewelry. The brand soon expanded into a full lifestyle label offering new fashion made with archival prints, cool home design, and rare vintage—all distilled through a lens of pure joy and eye-popping print, championing Italian talent at every turn. With collections sold in more than 200 stores worldwide, La DoubleJ's first flagship store opened in Milan's fashion district in 2021, complete with a dedicated floor offering a spiritual haven for shoppers and female empowerment workshops. J.J. lives in Milan.

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