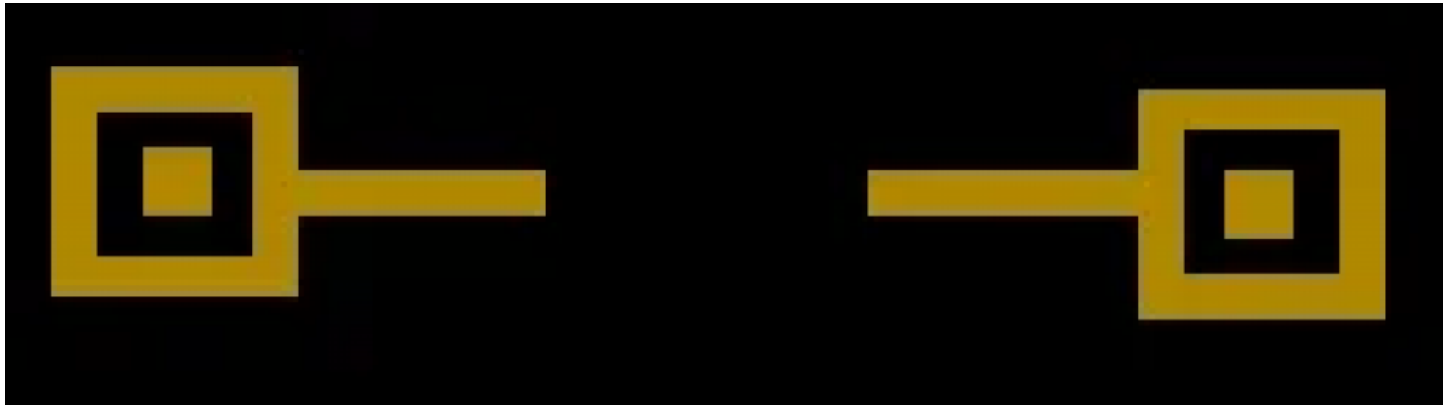


Levage Unveils “Definitive” Collection, Redefining Modern Masculine Luxury Through Simplicity and Precision



London, United Kingdom Apr 6, 2026 ([IssueWire.com](https://www.issuewire.com)) - Levage, a UK-based luxury men’s underwear brand, today announced the launch of its “Definitive” collection, a deliberately minimal and highly curated line designed to restore focus on craftsmanship, comfort, and understated masculinity. Available exclusively online at mylevage.com, the collection reflects a strategic departure from the increasingly saturated and trend-driven underwear market.

At a time when the industry is characterized by complex patterns, excessive choice, and shifting aesthetic identities, Levage positions itself as a counterpoint offering a disciplined, single-color collection built around clarity of design and purpose. The “Definitive” collection is available solely in black, reinforcing a brand philosophy rooted in confidence, simplicity, and timeless appeal.

“Today’s market is loud, cluttered, and increasingly disconnected from the essence of masculine identity,” said *Fabien Le Roux*, Media and Content Manager at Levage. “With the ‘Definitive’ collection, we’ve stripped away unnecessary distractions to deliver a product that prioritizes what truly matters—fit, fabric, and form. This is not about following trends; it’s about setting a standard.”

Developed from a foundation of traditional tailoring expertise, the collection integrates premium-grade materials with modern performance functionality. Each piece—ranging from cotton trunks to boxer shorts and briefs—has been engineered to deliver a refined silhouette while maintaining durability and comfort for everyday wear. The design approach eliminates chaotic patterns and unnecessary embellishments, instead focusing on precision construction and a more pronounced brand identity.

The decision to offer the collection exclusively in black underscores Levage’s commitment to a cohesive and intentional product strategy. Black, as interpreted by the brand, represents a universal symbol of sophistication and strength, aligning with the expectations of a discerning, style-conscious audience.

“We wanted to create something definitive—not just in name, but in execution,” *Le Roux* added. **“Black is timeless. It removes complexity and reinforces confidence. It’s a statement without noise; a man always looks good in black.”**

Levage's direct-to-consumer, online-only model further enhances its positioning as a modern luxury brand. By bypassing traditional retail channels, the company maintains full control over brand experience, pricing integrity, and customer relationships. This approach enables Levage to deliver exclusivity while avoiding the dilution often associated with mass-market distribution.

The launch of the "Definitive" collection marks a strategic milestone for Levage as it continues to build a reputation among high-achieving individuals who value discretion, quality, and intentional design over visibility and excess.

The collection is now available for purchase exclusively at <https://www.mylevage.com>

About Levage

Levage is a UK-based luxury men's underwear brand founded on the principles of traditional tailoring and contemporary refinement. Established by co-founders with deep-rooted ties to garment craftsmanship, the brand is dedicated to simplifying a man's top drawer with understated luxury. Operating exclusively online, Levage delivers a streamlined and elevated shopping experience tailored to individuals who want exclusivity just as much as quality.

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Source : Levage

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