TREASURES DESIGN

Autumn/Winter 2011-12 – Sultry and feminine…

Designed on Bali and inspired by the island’s decorative art and traditional craftsmanship, the new Treasures Design collection blends femininity and elegance with luxurious details. Exotic leather braiding are combined with soft ruffles, golden chains and studs.

The line features a wide selection of sophisticated leather handbags, cute clutches, and bohemian suede scarves, with warm knitwear and crochet.

Fabrics are rich in textures and combine suede and sturdy sheep nappa to the finest lambskins and comfortable mohair spiced up with reptile structures and sheer metallics.

The color palette breathes sultry femininity, matching elegant black, navy and petrol with warm shades of olive, cacao, taupe and cognac. Frozen tones of ice blue, cream and dusty pink blend to hot touches of fuchsia, violet and gold.

Crafted in bronze in the shape of a pendant, the Treasures Design trademark links the pieces together and is based on an ancient Hindu symbol representing universal balance.

Treasures Design is dedicated to the creation of eye catching accessories with an exclusive feel, featuring a high quality range of leather handbags, purses, scarves and knitwear. Each piece is entirely handmade by talented craftsmen on Bali and India, and consists of an authentic Treasure in itself, yet remaining pleasantly accessible for many women to enjoy.

The collections draw their inspiration from the impressive diversity of artworks and refined materials sourced during travels across the globe. Combining exotic handwork with a refreshing European feel, the range is both fashionable and timeless. The label has been presented during several editions of the International Fashion Week in Amsterdam, Antwerp, Paris and Rome, and is currently distributed in selected boutiques and department stores in 14 countries across Europe and Asia.

Designer Julie Coste is the creative energy behind the Treasures Design concept. Fascinated by the many facets of fashion design, she collaborates with numerous Dutch accessories, textile design, footwear and apparel labels.

DUTCH TOUCH MILAN 2011

The Dutch Touch Milan 2011 campaign is organized by the Dutch Fashion Foundation with the support of the Dutch Ministry of Economic Affairs, Agriculture and Innovation as part of the 2g@there program. The Dutch Fashion Foundation kicks off the Dutch Touch Milan campaign at CLOUDNINE in February 2011 with prominent Dutch label Treasures Design. Dutch Touch Milan 2011 is also present at WHITE with the two labels Avelon and Marcha Hüskes.

The main focus of this mission is to support Dutch designers in the embedment of their labels in the Italian and international market and concentrates on the presentation and sales of the Autumn/Winter 2011-12 collections to international buyers, agents and media.

The Dutch Touch campaign has been operating since 2001 in the most significant fashion capitals such as Milan, Rome, Paris, Florence and New York, with the aim to reach out to other markets in order to introduce them to Dutch fashion design.

To view this lookbook digital please visit www.dutchtouch.com
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