This season is all about balancing softness with raw cut pieces, worked directly on top of skin or filled in” with sheer fabric. This cut-away detailing is developed in sophisticated pieces to sexy body hugging, patch worked garments. We combine it with high waists, long, square silhouettes framed by Avelon details like copper metals.

For this season we choose exclusive winter fabrics in dark shades and some have been washed to create a worn inspired look.

WHITE from February 25th till February 27th
9.30 am – 6.30 pm
WHITE – EX ANSALDO/ stand 45
via Tortona 54 – Milano

Avelon is also present at TRANOI from March 4th till March 7th
Carrousel du Louvre - Salle Soufflot
99, rue de Rivoli
75001 Paris

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 kicked-off the Dutch Touch Milan campaign at WHITE in February 2008. In February 2011 the campaign brings two Dutch prominent labels to WHITE, 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. Dutch Touch Milan 2011 is also present at CLOUDNINE with the label Treasures Design.

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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