FRANCISCO VAN BENTHUM / whitelabel

Since 2003 Francisco van Benthum is the leading force behind the luxury men’s fashion label FRANCISCO VAN BENTHUM, internationally recognised and appreciated for bringing a unique product to the high-end market.

Van Benthum’s vision as a menswear designer shows itself in elegant men’s collections that take the traditional men’s wardrobe as a starting point. Van Benthum explores and stretches the borders of the classic men’s fashion and plays with its codes and restrictions by experimenting with volume, shifting proportions and adding alienating elements. That is exactly what became his trademark; adding a contemporary twist to the classical form by re-interpret and re-composing the outline and elements of the traditional menswear silhouette.

In 2008 Van Benthum’s started presenting his collections during the Paris Fashion Week Men’s and achieved an established position within the current offer of new and promising menswear designers. In the same year he opened his first concept store NL=New Luxury in Amsterdam. Since 2010 Francisco van Benthum is ready to introduce his vision further to a broader audience by introducing a new line: FRANCISCO VAN BENTHUM/whitelabel. The compact but complete line maintains the designer’s feel and approach and is translated into a classic formal part and a contemporary part.

Francisco van Benthum graduated from the prestigious fashion department of the Arnhem Institute for the Arts and developed his vision and approach further within the master program of the Fashion Institute Arnhem (FIA). In 1999 he introduced men’s haute couture during the official Paris haute couture presentations under the name KEUPR/van BENTM, a collaboration with Michiel Keuper. The mixed haute couture label that operated from 1997 – 2001 gained recognition by the international press and was appreciated for its groundbreaking experiments in silhouette and colour.

Alongside the development of the label, van Benthum has always been involved in commissioned design projects such as SO by Alexander van Slobbe, Puma and more recently G-Star International. Besides this he has participated in exhibitions worldwide and collaborated with other designers.

The Winter 2011 collection will be presented at:
Tranoi Men Show of January 2011
Villa Tranoi, Ground Floor - Room 5
60, Rue de Turenne
75003 Paris

DUTCH TOUCH PARIS 2011

The Dutch Touch Paris 2011 campaign starting January 22nd, 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 Paris campaign at TRANOI in January 2011 with two prominent Dutch labels: Sjaak Hullekes and Francisco van Benthum.

The main focus of this mission is to support Dutch designers on the embedment of their labels in the French and international market and concentrates on the presentation and sales of the Autumn/Winter 2011/2012 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, New York and Florence, with the aim of reaching out to other markets in order to introduce them to Dutch fashion design.
DUTCH FASHION FOUNDATION

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Photography by Diederik de Groot
Model: Marcel Poelstra @ Tony Jones Modelmanagement
Grooming: Liselotte van Saarloos @ House Of Orange
Graphics by MISTERWILSON

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