SJAAK HULLEKES
AUTUMN - WINTER 2011 - 2012

-A first trip to a city, which is unknown to you, will bring you, as a visitor, new inspiration. You are able to see specific things which a local does not see anymore. A bright and naive look at the metropolis will reveal the city in its purest way of being as you have never seen before. The allies all locals are familiar with since they live in the city; the birds sitting in front of many windows; the blades of grass in-between the old paving stones or many other things can be seen as annoying or worse to the locals, but those things will be new and fresh to you and makes you feel like a newborn child again.

Hullekes always tries to remember the beauty of every detail in daily life, he gained the ability of looking with a kind of naiveté as if something new and unseen occurs. Hullekes strongly believes in details, admiring the small things in life brings him the passion of living in today’s world. This love for details is always an element in his designs. Sjaak Hullekes clothing will never shut down the inner you, it is carrying out who you are and will never overshadow your own character. It will slightly underline the characteristic details of you. Wearers of Sjaak Hullekes appreciate the significant value of details in their lives, as it does to Hullekes, but also in fashion and their surroundings.

Hullekes latest Autumn/Winter collection is focused on this feeling more than ever. This collection will show that beauty is not the equivalent of new. Hullekes will show you the beauty within all you already knew. The collection stands for the right combination in detailing, fabrics, colours and craftsmanship. It visualises finishing’s on the outside which are expected to be on the inside. Facing the beauty of the inside which is as beautiful as the outside. This makes all detailing only known by its wearer, visible every time he dresses himself. Natural colours as brown, off-white, blue, camel, pale-blue, grey and green are used to underline the importance of nature in life. Nature always has been part of our world, long before caring about fashion. Nature is all about detailing, it is the essential of all the visible on Earth. This is why Hullekes has chosen nature as his inspiration for the latest collection colour pallet.

Mainly using fabrics of high quality wools and cottons Hullekes shows the importance of basics in life. He enjoys the many ways these two materials can be produced and used. The differences in weaving, knitting and colouring distinguishes fabrics, even consisting the same fibres. Sjaak Hullekes believes this is what life and especially the Autumn/Winter of 2011 is all about, the small differences which make a person unique. The latest Sjaak Hullekes collection is one consisting all essentials of a man’s wardrobe. A broad variation of shirts, blazers, jackets, coats, polo’s, cardigans and trousers makes this collection one to be suitable for many men. Men who are passionate about the fine and fluent nuances in our modern society.

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 is proud to announce the presence in Paris during the Prêt-à-Porter A/W 2011/12 of Iris van Herpen, triple winner of the Dutch Fashion Awards 2010, Jan Taminiau, nominee of the Dutch Fashion Awards 2007 and Sjaak Hullekes, winner of the Dutch Fashion Award 2009. From 21 till 25 of January the Institut Néerlandais will be highlighting the top of contemporary Dutch fashion.

Institut Néerlandais
121, Rue de Lille, 75007 Paris

By invitation only

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DUTCH FASHION FOUNDATION

CONTACT
Dutch Fashion Foundation
Angelique Westerhof - Director
angelique@dutchfashionfoundation.com

Boyd Raimond - Policy and Business Developer
boyd@dutchfashionfoundation.com

Roel Ruyten - Senior Project Manager
roel@dutchfashionfoundation.com

Dutch Touch affairs Paris
Christine Ellis
info@christineellisassociates.com

PO Box 69226
1060 CE Amsterdam
The Netherlands
+31 20 617 09 57
info@dutchfashionfoundation.com
www.dutchfashionfoundation.com
www.dutchfashionawards.com
www.dutchtouch.com

SJAAK HULLEKES

SALES CONTACT
Ms. Margot Don
Kerkstraat 34-35
6811 DM Arnhem, the Netherlands
T +31 26 446 33 63
M +31 6 10 82 23 68
mdon@sjaakhullekes.com
www.sjaakhullekes.blogspot.com

PRESS CONTACT
Mr. Selim Ladjimi
99, rue du Fauburg du Temple
75010 Paris - France
T +33 1 42 01 51 00
contact@pressingonline.com
www.pressingonline.com

BUSINESS-RELATIONS AND OTHER INQUIRIES
Mr. Sebastiaan Kramer
Kerkstraat 34-35
6811 DM Arnhem, the Netherlands
T +31 26 446 33 63
skramer@sjaakhullekes.com
www.sjaakhullekes.blogspot.com

(Please note our contact details has been changed as we will be moving to another office at the beginning of February 2011)

Photography by Kevin Rijnders
Graphics by MISTERWILSON