AVELON
Autumn/Winter 2011-12

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.

The Autumn/ Winter 2011-12 collection will be presented at
TRANOÎ Femme
Carrousel du Louvre - Salle Soufflot
99, rue de Rivoli
75001 Paris

DUTCH TOUCH PARIS 2011

The Dutch Touch Paris 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 Paris campaign at TRANOÎ in March 2011. The campaign brings three Dutch prominent labels to TRANOÎ, Avelon, SIS by Spijkers en Spijkers and Sophie#1234567+. The main focus of this mission is to support Dutch designers in the embedment of their labels in the French 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 Paris 2011 is also present at ATMOSPHERE with the two Dutch labels Jessica Joyce and Marcha Hüskes.

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 look book digital please visit www.dutchtouch.com