With bold color and print the key notes in the collection, the most recent includes clean, chic dresses with nature-inspired influences, while still characteristically fun and funky. A collection defined by contrasting feminine, flowing, airy dresses in deep dark colors and the mysteries of nature. Nature, spirits and myth became influential in the inspiration these three elements are her main subjects and tell the story off hidden treasures showing their inner beauty. Jessica Joyce creates beautiful clothes that appeal to all ages.

Each collection is made of smooth and natural materials such as silk and wool, wonderfully combined to attain the optimal comfort from every piece worn. The eye-catching scarf and dress collection designed to be commercially wearable and outstanding at its finest. Fashionable exclusivity is combined with easy wearing.

The collection is identified by the use of natural materials, graphic fabric arrangements, handcrafted delicate embroidery, fit conscious and sculptural shaped.

Jessica Joyce graduated from Arnhem’s Institute for the arts in 1998. Five years later, she pioneered her self-titled fashion label in Amsterdam.

The Autumn/ Winter 2011-12 collection will be presented at
ATMOSPHERE
Terrasse de Feuillants – Jardin de Tuileries
202 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 kicked-off the Dutch Touch Paris campaign at ATMOSPHERE in September 2009. In March 2011 the campaign brings two Dutch prominent labels to ATMOSPHERE, Jessica Joyce and Marcha Hüskes. 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 TRANOÏ with the three Dutch labels Avelon, Sophie#1234567+ and SIS by Spijkers en Spijkers.

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


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