SOPHIE#1234567+
Autumn/Winter 2011-12

A new high-end women’s label enters the international fashion scene for the Autumn/Winter 2011-2012 season. Its creators come from a long and hard loving relationship with the fashion trade. After all those years of contemplating the essential challenge of fashion and style they decided to conceive Sophie. A bundle of joy and dedication, you will see there is something quite special about Sophie. Sophie likes to keep it perfectly simple. For Autumn/Winter 2011-2012 Sophie proposes her first, highly focussed and sophisticated wardrobe of 7 ultimate pieces. Modern classics, elegant and pure, tirelessly designed, cut and tailored to flatter and please women who demand the impossible of their clothes: To be their everything, at anytime and everywhere they go. Sophie is quite confident you will get her point once you make her acquaintance. Let’s just say: “It takes a woman like Sophie to know one.” Sophie’s first wardrobe of 7 pieces is the foundation of the Sophie#1234567+ label, which will continue to add 7 elemental pieces to the line with each season, while carrying over earlier styles loosely adapted and possibly perfected to the beat of our ever changing times. All styles will be available in small range of perfectly attuned colours as well as in one sublimated choice of fabric. With each new set of 7 Sophie will throw in 3 accessories.

The Autumn/Winter 2011-12 collection will be presented at
TRANOÏ 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 TRANOÏ in March 2011. The campaign brings three Dutch prominent labels to TRANOÏ, 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 Huskes.

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