SIS BY SPIJKERS EN SPIJKERS
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Autumn/Winter 2011-12

Spijkers en Spijkers was founded in 2000 by twin sisters Truus and Riet Spijkers. Since the labels foundation Spijkers en Spijkers have built an instantly recognizable and desirable style; one known for its graphic detailing and distinct use of colour.

The twins have a historical fascination with the 1920’s that clearly reflect in their designs. A time loved by the designers for its great renewal in arts, design and attitude. For Spijkers en Spijkers this is the era where their muses where born, independent thinkers with a mind of their own. With these inspiring role models Spijkers en Spijkers play the role of “modern suffragettes” and reach out to women to give them confidence to be who they want.

With this in mind, Spijkers en Spijkers created their SIS by Spijkers en Spijkers line to be a more accessible line to carry out their vision and draw an opportunity to enlarge their audience in the Netherlands and abroad. The Art-deco influences, the graphic detailing and the explicit use of colour, which are key for the Spijkers en Spijkers style, can be seen as a laboratory for their diffusion line SIS by Spijkers en Spijkers. The SIS by Spijkers en Spijkers collection is covered with the same aura and is an asset to the main line.

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 Huiskes.

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