ADO LES SCENTS by HYUN YEU

ALFA MALE

For the new autumn-winter collection, Hyun Yeu was inspired by strong men. Men that want to show off who they are and what they are: confident, driven, cocky, straightforward and maybe even blunt at times. He translated this inspiration in a modern menswear collection with a variation of coats, suits, jackets and knitwear. The collection focuses on warm, strong and heavy yet comfortable coats and jackets.

The colors used are various tones of black and grey and ‘communist’ blue and red. Luxurious fabrics like cashmere, wool, silk and high tech plastic were used. Traditional shapes of shoulders and proportions were playfully re-designed to suit the modern man.

This autumn-winter collection by ADO LES SCENTS will boost the confidence of urban men, at the same time giving strength and drive to those that want to stand out.

Pitti Uomo, Florence:
11 - 14 January 2011
Pitti Uomo, New Beats,
Lyceum, first floor

DUTCH TOUCH FIRENZE 2011

The Dutch Touch Firenze 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 Firenze campaign at PITTI in January 2011 with three prominent Dutch labels. The main focus of this mission is to support Dutch designers on the embedment of their labels in the Italian 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 now Florence, with the aim of reaching out to other markets in order to introduce them to Dutch fashion design.
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Photography by Shamila
Styling by Thomas Vermeer
Graphics by MISTERWILSON

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