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.

Pitti W_Woman Pre-collection, Florence:
11 - 14 January 2011
Dogana, stand 22
via Valfonda 25

Pitti Uomo, Florence:
11 - 14 January 2011
L’Altro Uomo, Arsenale
Piano Terra, stand 31

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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