**EHUD**

EHUD is the menswear label designed by Amsterdam based designer Ehud Joseph.

Through experimenting with the limitations of menswear, old codes are given a new lease of life. Uniforms as cultural identifiers are the starting point for a compact but complete wardrobe that is grounded in contemporary life, yet steeped in tradition. The result is a clear-cut collection that is built on smart tailoring and a luxurious reinterpretation of classic staples. Experimenting with textile development form an important part of the Collection’s development, with new techniques explored every season.

The upcoming Winter 2011 collection is the second season that the EHUD collection is fully developed in partnership with Gysemans Clothing Industry, Belgium. This partnership gives the EHUD label the ability to manufacture and distribute its collections through the well-established channels of a world recognized luxury-clothing manufacturer.


He has worked for various menswear companies and designer labels before launching his own collection in 2009.

**Autumn Winter 2011**
The Autumn-Winter collection explores the journey from youthful independence into the dress codes of a corporate business world. Through clothing a protective layer is built, helping the wearer face new adversity. Camouflaging in traditional tailoring, yet harbouring sentiments of independence.

The Winter 2011 collection will be presented in the following venues:

- **Pitti Uomo, Florence:**
  11 - 14 January 2011
- **Pitti Uomo, New Beats, Lyceum, first floor**
- **RSVP via EHUD:** info@ehud-men.com
- **MC2 Showroom, Paris:**
  Showroom
  20 - 27 January 2011
- **MC2 showroom**
  41 rue de Saintonge
  75003 Paris
  + 33 1 48 04 06 49
- **RSVP via MC2:** imad.fradj@mc2-showroom.com
- **Paris Menswear Fashion week:**
  Fashion show
  19th January 2011, 19:00
  Venue to be confirmed
- **RSVP via Totem:** elisa@totemfashion.com
- **Amsterdam:**
  29th January 2011
  One day presentation
- **RSVP via Jan Schoon:**
  ehud@janschoon.nl
  + 31 (0)6 1466 8371
- **080 Barcelona Fashion Week:**
  Fashion show and showroom.
  1 - 4 February 2011
  Venue to be confirmed
- **RSVP via Totem:** elisa@totemfashion.com
- **www.ehud-men.com**
- **www.totemfashion.com**
- **www.mc2-showroom.com**

**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.