



DUTCH TOUCH MILAN 2009

THE DUTCH FASHION FOUNDATION INVITES YOU
TO THE CONTINUATION OF THE DUTCH TOUCH MILAN CAMPAIGN
FEATURING THE S/S 2010 MENSWEAR COLLECTIONS OF

CORNÉ GABRIËLS
MAEGPAI
SJAAK HULLEKES

SHOWROOM
FROM SUNDAY JUNE 21ST TILL TUESDAY JUNE 23RD 2009
9.30 AM – 6.30 PM

WHITE HOMME - SUPERSTUDIO PIÙ
VIA TORTONA 27 - MILAN

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The Dutch Touch Milan 2009 campaign is a continuation of the campaign started by the Dutch Fashion Foundation in 2008 with the support of the Dutch Ministry of Economic Affairs. This is the third time Dutch Touch is present at WHITE Homme, now with the three menswear labels Sjaak Hullekes, Corné Gabriëls and Maegpai.

With its base on WHITE Homme from Sunday the 21st till Tuesday the 23rd of June, the main focus of this mission is to support Dutch designers in the embedment of their labels in the Italian and international market. Dutch Touch concentrates on the presentation and sales of the spring/summer 2010 menswear collections, reaching out to international buyers, agents and media.

The Dutch Touch campaign has been operating since 2001 in the most significant fashion capitals such as Rome, Paris and New York, with the aim to reach out to other markets in order to introduce them to Dutch design. Dutch Touch Milan was first introduced at WHITE in February 2008 and has been returning every Milan fashion week since with a selection of the best of Dutch womenswear and menswear designers who are entering the international market with refreshing and unique signatures and styles definitely worth discovering.

FEATURED DESIGNERS:



CORNÉ GABRIËLS

"Music Box" Spring/Summer 2010 Collection

With collections mainly consisting of fashion items like tops, scarves and accessories, the international debut of Corné Gabriëls starts this June at WHITE Homme in Milan. Gabriëls gets his inspiration from music, stories and archetypes. Trompe l'oeil is an ever returning fascination in his collections.

His Music Box collection was shown in a special presentation during the Prelude soiree in Amsterdam in a room like a life-size music box. An imaginary world brought a sense of nostalgia, melancholy and clear calmness. A model spinning on a plateau unveiled and revealed layer by layer the garments, peeling off to the pure core of his designers identity. From the poetic Music Box, Corné Gabriëls completed this collection with accessories and other fashion items inspired on the more edgy side of music named Rock Star. Amongst the newest added items that will first be shown in Milan are archetypal images as guitars, lightning, stars etc. that turned into neckties, scarfs and tops.

www.cornegabriels.com



MAEGPAI

Wearers of Maegpai find themselves in aesthetic yet comfortable jackets with a historic twist and are eager to experience the richness of the Dutch Golden Age in a modern way. Paradoxical elements come together in Maegpai's comfortable, classic designs. Wild decorated fabrics become distinguished by using jackets with a classic slim cut. Most of the fabrics selected by Maegpai, are normally used in interior design. Maegpai, however, chose the fabrics not only for their innovative textures and durable properties, but mostly for their expressive qualities of adornment.

Maegpai director and historian Cees Koole started his menswear label in 2006 and has a strong vision for his label and although the label has been existing for only three years, he has already collaborated with celebrated Dutch shoe designer Jan Jansen and has created a shopper laptop bag with Monique van Heist to reinforce the Maegpai style.

www.maegpai.com



SJAAK HULLEKES

"Oscar" Spring/Summer 2010 Collection

The new spring/summer 2010 collection of Sjaak Hullekes proves to be one of passion, craftsmanship, nostalgia and personality. Characteristic for his signature is the focus on fine detailing, comfort and high quality fabrics. This collection is a result of the search for sophisticated finishing techniques that complement Hullekes' classic yet modern use of woven materials, cottons, linens and silks.

By stitching all the collars and stands by hand, the Sjaak Hullekes collection breathes passion and craftsmanship. The wearers' uniqueness and fragility is expressed in distinct designs and clearcuts in combination with natural colors as blue, brown, various greys and luminescent salmon.

<http://sjaakhullekes.blogspot.com>

The Dutch Fashion Foundation positions Dutch Fashion on a national and international level by the creation of innovative, high quality service through which the cultural and economic values of fashion can meet and strengthen each other.



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WHITE