Dutch Touch ROME 2011

For AltaRomAltaModa, the Ambassador of The Netherlands in Rome is the host to premium Dutch fashion selected by the Dutch Fashion Foundation. On July 8, 2011 at 12:30 PM the Ambassador’s residency will open its doors to a vibrant ‘Dutch Touch’ salon presentation of Sjaak Hullekes, Ado Les Scents and Jupe. As well the collections of Pauline van Dongen and Maryam Kordbacheh will be presented, as part of the Dutch Touch pre-incubator.

The Dutch Touch campaign has been operating since 2001, as part of the Dutch Fashion Foundation’s mission to reinforce the Dutch fashion discipline, reaching out to key fashion markets such as Milan, Rome, Paris, Florence and New York. This month alone Dutch Touch has been present at Pitti Uomo and Pitti W in Florence, at Tranoï in Paris and now at AltaRomAltaModa, each time introducing a tailor-made selection of Dutch fashion and accessory labels on the rise. Dutch Touch ROME 2011 proudly presents:

**SJAAK HULLEKES**

Grand winner of the Dutch Fashion Award 2009, young menswear label Sjaak Hullekes has been making its successful first steps into the international market. Designer Sjaak Hullekes and partner Sebastiaan Kramer have been presenting their label during Paris Fashion Week for a number of seasons now and in April this year they opened their first flagship store in their hometown Arnhem, simultaneously introducing their first women’s collection for Spring-Summer 2012.

**ADO LES SCENTS**

Designer Hyun Yeu originates from Korea and operates from his base in Amsterdam where he launched his label in 2009. His elegant, high-quality menswear with innovative shapes and fabrics, often sourced and produced in his region of origin, aims for a young-minded crowd. Earlier this year Ado Les Scents was successfully introduced at Pitti Uomo in Florence.

**JUPE**

Established in 2009 by Jackie Villevoye, fashion and accessories label Jupe has been developed in close collaboration with the best hand-embroidery artists in India. Villevoye, who had a career as art collector, photographer and interior decorator before she was drawn to fashion, creates season-less series of precious and uniquely stylish wardrobe pieces, ranging from lady-ties to cocktail dresses.
Dutch Touch pre-incubator

ELSIEN GRINGHUIS

Our immediate surroundings and the human condition at present are an important source of inspiration to Elsien Gringhuis. For her most recent collection she turned to the organized space of the Dutch landscape with its endless panoramas, mathematical divisions and constant wind. Patterns preferably consist of only one or two pieces, reaching for the maximum out of the minimal. Early this year she won The Green Fashion Competition initiated by the Dutch Ministry of Agriculture for bringing ‘sustainable fashion that is catwalk worthy’.

PAULINE VAN DONGEN

Her innovative designs have been described as ‘organic science’ and stand out because of their minimalistic and clean look and her experimental approach. Always seeking out forward concepts, materials and techniques such as sculptural shapes floating around the body or 3D printed shoes; Pauline van Dongen reaches out to the future of fashion. The Camera Nazionale della Moda Italiana voted her MA graduation collection ‘most creative collection’ at Mittelmoda last year.

MARYAM KORDBACHEH

A recent graduate from Masters Program Fashion Institute Arnhem, Maryam Kordbacheh was selected to participate in the 2011 Festival of Hyères. Her delicate and extremely refined handcrafted work is inspired by the organic formation of nature evoking sensual shapes. Her ‘intimate sculptures’ are moulded out of a single length of organically hand dyed fabric.

Not for publication. For more information, interviews and images:

Dutch Fashion Foundation
P O Box 69226
1060 CE Amsterdam
The Netherlands
T. +31 20 617 09 57

Dutch Embassy
Via Michele Mercati, 8
00197 Rome
Italy
T. +39 06 32286 001

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