Press release, June 10, 2011

DUTCH FASHION FOUNDATION AND PITTI IMMAGINE EMBRACE

‘DUTCH TOUCH FIRENZE CAMPAIGN’ BRINGING THE BRIGHTEST NEW LABELS FROM HOLLAND TO THE ITALIAN TRADE FLOOR

The Dutch Touch Firenze campaign, which kicked off in January 2011 at Pitti Uomo and Pitti W, 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. Vital to the success of this mission is the extensive collaboration with the PITTI IMMAGINE organisation, which has committed itself to Dutch Touch. Another close associate of the Dutch Fashion Foundation, the influential trade publication Fashion Illustrated, will be highlighting this high-powered collaboration with a presentation and a film about the Dutch Touch campaign in their stand at Pitti Uomo.

Dutch Touch FIRENZE 2011 part two: Pitti Uomo 80 + Pitti W8

From 14 - 17 June the Dutch Touch campaign will bring four prominent Dutch labels to Pitti Uomo being Ado Les Scents, Avelon, EHUD and Francisco van Benthum. At the women’s show Pitti W the campaign will introduce “DIED”.

The main focus of the Dutch Touch collaboration with Pitti is to facilitate and boost the presentation, pr and sales of these high potential labels in the Italian and international market.

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.

Avelon is designed by - and since 2010 also owned by - Erik Frenken. His signature style merges a tough fashion edge with laid back, accessible and season-less looks. Before coming into his own at Avelon, Frenken worked at Alberta Ferretti and Viktor & Rolf.

EHUD by Israel born, New Zealand raised and now Amsterdam based designer Ehud Joseph is developed in partnership with Gysemans Clothing Industry in Belgium. EHUD’s luxuriously reinterpreted classic menswear is up front in exploring new techniques and developing experimental textiles.

Francisco van Benthum has built a widespread international recognition for his luxury men’s fashion label, which he has been presenting during Paris Fashion Week since 2008. Van Benthum is well appreciated for exploring the borders of the classic male wardrobe and archetypes, playing with menswear codes and restrictions adding alienating elements or shifting proportions.
*DIED* Designers Diederik Verbakel and Marieke Holthuis both worked at several established Italian fashion companies for over a decade before they started their own fashion and jewelry brand. *DIED* distinguishes itself in globally sourced craftsmanship, embracing a wealth of local traditions and pure and natural materials to produce highly sophisticated contemporary treasures.

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.

End press release

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