On 27 January 2010 Van Keulen presents her youngest collection ‘Assemblage’ for Autumn/Winter 2011/12 at Trouw Amsterdam/De Verdieping. Van Keulen will be part of ‘Crème Fresh’: a joint show together with two other young designers – Elise Kim and Ellis Biemans.

The word ‘assemblage’ derives from the French ‘assembler’ which means to ‘collect’ or ‘merge’ and is the basis for the A/W 2011/12 collection of Lotte van Keulen. In this collection different inspirations come together as parts of a collage. The contemporary architecture and sculptures of Le Corbusier and graphic work of illustrator Peter Nencini are the basis for the shape of the collection pieces; primary shapes like circles and rectangles are draped to complement fitted jackets and dresses. A paint-spatter print created through digital printing resembles the work of painter Jackson Pollock and is used throughout the collection. The last part of inspiration revolves around Van Keulen’s favorite material: leather. Researching traditional leather working techniques resulted in the use of studs and the braiding of leather in seams and hems.

Constant factors in Van Keulen’s designs are the juxtaposition between fluid draping and hard-edged, structured forms and the combination of opposites like masculine/feminine, loose/tight and light/shadow. Fascinated by the fashion ‘system’ of changing trends and tendencies Van Keulen likes to combine her interest in fashion with philosophy and sociology.

Designing a new collection begins for Van Keulen as a ‘fashion scientist’ by collecting many data, such as images, art, music, fabric and rearranging and organizing it until a clear theme emerges. Van Keulen’s designs for independent, fashion minded women. Van Keulen wants the women to feel comfortable and confident in her clothes.

Lotte Van Keulen graduated in January of 2010 from the Amsterdam Fashion Institute (AMFI) with the collection ‘Don’t Be a Square’, which was influenced by Russian Constructivism and its use of simple geometric shapes like circles and triangles. In March of the same year she established the label Lotte van Keulen, named after herself. ‘Assemblage’ is the first collection that Van Keulen will present as an independent designer with her own label Lotte van Keulen.

www.lottevankeulen.com
www.cremefreshfashion.nl

Thursday 27th of January 2011
Doors open: 6.45 pm
Start show: 7 pm

Location: Trouw Amsterdam/De Verdieping, Wibautstraat 127, Amsterdam.

Muziek tijdens de show door Wouter van Veldhoven.

Lotte van Keulen is been supported by Dutch Fashion Foundation, Trouw Amsterdam/De Verdieping and kapsalon Mohair – in cooperation with Bumble and Bumble.

So Dutch Fashion is the PR-unit of the Dutch Fashion Foundation and focuses on the worldwide promotion of Dutch fashion designers. For high resolution images contact: afw@sodutchfashion.nl

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