On Thursday January 27th womenswear label Roya Hesam will present her new Autumn/Winter 2011/12 collection ‘Te Mana O Te Moana’ (Spirit of the Ocean) at Amsterdam International Fashion Week.

This, first independent presented, collection is inspired by the sound of the wind, waves of the sea, light of the sky and the power of art on the Islands of Polynesia. By looking at the colours in nature and the colours of the islands Hesam uses for this collection green, blue and beige. "My idea for this collection is to combine ethnic with the modern and reflecting where we are at this time in this part of the world". By combining two cultures she translates the traditional to modern classical European clothing. Herewith Hesam expresses boundaries and contrasts between primitive and civilised; exotic and classic; and barbarian and elegant.

Hesam’s design stands for beauty. Designing from the vulnerability from women she lets on the contrary her designs emit strength. Hesam’s woman is vulnerable and at the same time strong and fierce. Her work is characterised by the use of transparent fabrics in combination with covering fabrics, through this layering Hesam tries to bring emotion and life to the clothes. Besides Hesam plays with moulding to learn new techniques en be surprised by the fabric.

Hesam graduated in 2010 from Fashion & Design at the Amsterdam Fashion Institute. She showed her graduation collection at Fashion Transit 2010. As well Hesam showed her graduation collection during Graduate Fashion Week London and is chosen, as one of the nominees, as international winner.

Roya Hesam presents together with menswear label ZEM by Samira Algoe the A/W 2011/12 collection on Thursday 27 January 2011

Doors open: 14:00 hours
Start show: 14:15 hours

Location: Machinegebouw Westergasterrein, Pazzanistraat 8, Amsterdam

Roya Hesam is supported by Gloconsol and Dutch Fashion Foundation.

So Dutch Fashion is the PR-unit of Dutch Fashion Foundation and aims for the world-wide promotion of Dutch fashion designers.

Please request high resolution images via afw@sodutchfashion.nl

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