Thursday January 27th menswear label ZEM by Samira Algoe will present her Autumn/Winter 2011/12 collection ‘THE SOUND OF MOUNTAINS’ during the Amsterdam International Fashion Week.

A fresh interpretation of the already existing, applied differently in combination with the use of geometric shapes is characteristic for Algoe’s work. This collection is brought in soft tones. Colours which are not as real colours, but shadows that will remember you of winter cold, snow, rain, breeze and bright sunlight. Algoe uses ordinary and unconventional materials, with these materials she likes to make an intonation of recognisability with a touch of new. “I enjoy to surprise, create an impulse of new”.

Supported by Improved and Wood & Washi the opportunity arises for Algoe to work with extraordinary materials, such as water-repellent materials, fabric dyed with colour changeable ink when temperature changes and washi, Japanese paper which through special coating remains colour fast, originally used in architecture and home styling.

Samira Algoe graduated in 2010 from Fashion & Design at the Amsterdam Fashion Institute. Shortly after graduating she established the label ZEM by SAMIRA ALGOE to model her ideas for menswear. The label focuses on rediscovering the archetype of menswear. “In my work there is an ongoing change in the meaning of the archetype clothing, so at the same time for the man. My man is fragile, not the expected strong man.

www.zem-men.blogspot.com

ZEM by Samira Algoe will present her collection together with women's fashion label Roya Hesam on Thursday 27th of January 2011

Doors open: 2 pm
Start show: 2.15 pm

Location: Machinegebouw Westergasterrein, Pazzanistraat 8, Amsterdam

ZEM by Samira Algoe is been supported by Amsterdams Fonds voor de Kunst, Improved and Dutch Fashion Foundation.

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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