



## PRESS RELEASE

### **New Dutch label Lutfen presented at Modefabriek**

*Elegant, simple, reasonably priced clothes for busy career women*

9 July 2011 – Lutfen stands for high quality and simple elegance with a Scandinavian feel to it. The brand new Dutch label Lutfen will be presented during Modefabriek on 17-18 July 2011. Lutfen's aim is to serve fashion aware career women who are looking for quality and not willing to pay a high price for it.

"Our product is luxurious, easy- to-wear, chic clothing, with a small twist," says designer Zeyda Broers. "We designed a versatile collection of timeless essentials for the modern woman's wardrobe."

The SS2012 collection that will be presented at Modefabriek consists of twenty different styles, each offered in a choice of colours and made of fine fabrics: pure silks, silk blends, mercerised viscoses and fine cottons. The collection focuses on tops, tunics and dresses. The season's colour card consists of dark blue, bright red, cream and soft neutrals. The items are all made in Europe. Retail prices vary from € 39 to € 179, providing an attractive margin for the retailer.

#### **Designer**

Designer Zeyda Broers (31) studied Textile Engineering at the Marmara University in Istanbul, has worked on various sides of the fashion industry; trendwatching, fashion design, development and production. Broers started her career working for well-known labels such as Tommy Hilfiger and H&M.

#### **Notes to editor**

You can find Lutfen at Modefabriek Authentic – Stand# 009.

For more information please contact Zeyda Broers 06 2925 4244 | [info@lutfen-fashion.com](mailto:info@lutfen-fashion.com) | [www.lutfen-fashion.com](http://www.lutfen-fashion.com).

Wendy Troost Fashion PR | [info@wendy-troost.nl](mailto:info@wendy-troost.nl) | [www.wendy-troost.nl](http://www.wendy-troost.nl) | 06 1416 0632.