



Fake Nature

TRECHES summer collection 2014

Showroom July 2. - 5. 2013

Tipsy, pink tourists fills the beaches, sunbathing and sipping diluted cocktails with tiny umbrellas. Turquoise pools next to palm trees in the constant need of watering. Not to mention the sand, asphalt, and the gigantic resort hotels.



Treches' designer Jeanette Bruneau Rossow were suddenly in the middle of all this, trying to escape the stress of the big city. Yet all is not fake in the Balearic Islands, though it may seem so from the shade of the light green parasols. The real untouched nature of the islands, with lorry roads, farms and -gasp- real pigs, made Jeanette create an eclectic collection full of contradictions.

The summer collection "Fake Nature" reveals how TRECHES' designer was influenced by polarities; Light pastel colours contrast the bold geometric detailing, flowing silk the rough hemp-fabrics.

The digital printed fabrics stand out, this time with colourful impressions from the designer's holiday at Mallorca. With altered colours and arranged in collages the prints seem both fake and natural at the same time.

Treches has yet again released a collection full of contrasting elements: there's roomy clothes made from large, angular patterns next to body-hugging dresses and jumpers. The fabric-range includes rough hemp, smooth silk, satin and jerseys from organic cotton.

The Treches-team is constantly working on reducing (and re-using) fabric waste, and has developed 3 "Low Waste" styles for the new collection. By improving the patterns, a t-shirt, a vest and a summer-jacket in playful and practical shapes can be produced with a minimum of wasted fabric.

SUSTAINABLE APPROACH

Treches has been a green label since its startup in 2008. All collections are produced with GOTS organic or Fairwear (for the hemp) certified fabrics exclusively.

The clothes are manufactured locally in and around Berlin.

www.treches.com

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Showroom: Weserstrasse 191, 12045 Berlin. July 2. - 5. 12:00-19:00

