



Debut in Turkey

German Designer EVA GRONBACH shows at ISTANBUL FASHION WEEK

Under the slogan 'WE LOVE THE NEW leading region of Europe North Rhine-Westphalia' the young German designer EVA GRONBACH will be celebrating her catwalk debut in Turkey on occasion of ISTANBUL FASHION WEEK at 'Santral Istanbul' on February 5, 2010. The presence of North Rhine-Westphalia at ISTANBUL FASHION WEEK goes to an initiative of NRW INVEST, the promotional organization for economic development of North Rhine-Westphalia.

In context with both of the European Capitals of Culture, Istanbul and Ruhr area, and by liaising the metropolis and the industrial region Eva Gronbach meets the beauty and expressiveness of our times. Her fashion collection is a love statement encouraging to take the liberty to rejoice in beauty and diversity. One of her main show accessories is a shawl as a common symbol for men and women, featuring the versatility in the most different ways.

The young designer, who since years is devoted to sustainability and the fair trade idea, consistently takes current topics into her intellectual and creative collections, inspiring to be lively discussed. At ISTANBUL FASHION WEEK she will be presenting her *german jeans* collection, showing originally used miners' work wear, which she converted into modern design: Rough fabrics, being worn for years by the miners while



underground mining, is contrasted with delicate silk fabrics and noble colours like a tender rose, nude and dark red or accompanied by luxurious cashmere vestures. Her collection, created in parallel for men as well as for women, concentrates on neoclassic lines. By matching her minimalistic and reduced style, she creates a look,



whose elements like high quality manufacturing and artisan work or elaborated details are tribute to up-to-dateness.



Eva Gronbach, who before worked for Yohij Yamamoto, Stephen Jones, John Galliano and Hermès, first caused international interest in 2000 with her collection 'Déclaration d'amour à l'Allemagne'. In the same year she has been graduated a diploma at the Academy of Arts La Cambre, Bruxelles, as well as awarded 'Master of Arts' by the Institute Francais de la Mode, Paris. Her fashion is distributed in Europe, Asia and the United States, she lives and works in Cologne and Berlin.

Défilé EVA GRONBACH at ISTANNBUL FASHION WEEK

Friday, February 5, 2010, 3 p.m. Venue A at 'Santral Istanbul'

ISTANBUL FASHION WEEK – February 3 to 6, 2010

www.ifw2010.com

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