

# post fire dew<sup>®</sup>

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POST FIRE DEW, SPRING/SUMMER-2011

## THE LOOK:

Depreppyfying the too-sweet. Taking the overclean to comfort, without losing the fineness. Relaxed, good-looking and oh so living. Patched up, fixed, raw edges, roughness, inside outs, weather beaten and still just great looking. Plenty of washing and treating. High level of design and style. Manly without stepping over.

## THE SILHOUETTE:

Proportional. Loose, yet not oversize.

## COLOURS:

Plenty of blues and neutrals like greys, whites and browns. Adding detailing in bright yellow, purple and blood red (inspired by old illustated movie posters). Then adding prints, checks and stripes.

## QUALITIES:

Cottons and cotton blends like cotton-hemp, cotton-linen and cotton-polyester. Both woven, knitted and jersey. Light and breezy spring/summer fabrics with a crispyness and a natural looking worn & torn raw edge.

## INSPIRATION:

As always inspired by now. By what's out there and what's missing. Trying to fill gaps. Adventurous, lone sailors, pilots or the man who minds not setting off alone. And once again, them old movie posters.

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THE COLLECTION, SPRING/SUMMER-2011

## JACKETS

Suit jackets, trench coat, parkas, all simple but with great detail added. Classic pieces made new, once again made only to make look even better. We have a shirtjacket and even a leather jacket and a leather/knit jacket.

## KNITS

Jacquards, patched and fixed by hand, prints, and of course our lovely off center cables.

## SHIRTS

Shortsleeves, a new longsleeved with reverse french seams, patched elbows. Once more the Tokyan with abrasions etc etc

## PANTS

5 pocket denims with a smooth twist, chinos and some stylish gangster stripes.

## JERSEY

Antique wash pique polo, sweat/jersey pant, sweat/jersey jacket with buttons, the club jersey, the perfect tee.

## THE ARTIST

Artist Moley Talhaoui is artist no 2 to decorate the Post Fire Dew collections. Linings, t-shirt prints and also for shorts and scarves.

## THE AMOUNT

Including colorways, app 120 pcs.

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