



Press release
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j o l i n e j o l i n k on tour across Europe

After launching her label j o l i n e j o l i n k during the Amsterdam Fashion Week in January 2006, fashion designer Joline Jolink is busy as ever. The coming months will be challenging. She will be traveling around Europe, participating in the European Fashion Awards, the Iceland Fashion Week and the Amsterdam Fashion Week. Just as her comfortable chic designs, among which her famous wrap dress, her ambition is breaking new grounds.

Joline Jolink strives to create comfort in her designs. Comfort, but also sensuality, by using high quality, natural fabrics and feminine silhouettes. Jolink's style is by its simplicity and graphical touch surprisingly modern. Joline Jolink graduated from the master course Fashion Institute Arnhem in January 2005, and worked as a freelance designer for several fashion brands and as an assistant designer for Viktor&Rolf. Jolink gained great attention with her collection 'Housewife with an eye for style' which she presented in an anarchistic way outside the fashion show of Céline during the Paris fashion week in March 2005, treating the fashion crowd to a poetic, winter scenery in the snow.

She spend most of 2005 traveling between Amsterdam, Paris and New York. In reaction to the response she got from this international audience, she created a new total concept, with new designs based on the wrap dress of Houswife with an eye for style , completed with shoes and gloves. These designs, in warm autumn-colors such as ochre, brown and dark blue, show a feminine universal look with a exciting mixture of fabrics: Joline s typical signature. To present this total concept she created a 5-minute-movie in Paris featuring Dutch top model Rianne ten Haken.

On tour

Joline Jolink s tour across Europe starts in Italy. She has been asked to represent Dutch design during the second edition of the European Fashion Awards in Rimini, Italy, on Saturday the 13th of May. Within the contest s theme Blue & Jeans , Joline s denim designs will fit excellently. Completed with her new designs her presentation is bound to make a big impression.

Second stop: Iceland! In July the international fashion audience will get a small preview of the j o l i n e j o l i n k Spring/Summer 2007-collection during the Iceland Fashion Week. Joline is one of the international fashion designers who will present their collections in a fashion show at an exclusive open-air location. Previous editions included fashion shows on the top of a glacier and in a volcanic sand desert. The Iceland Fashion Week was founded in 2000 to present Iceland as an international fashion meeting point between the US and Europe and has its focus on international media coverage.

Next, its back to her home base the Netherlands for the Amsterdam Fashion Week. For the second time, Joline has been nominated for the Frans Molenaar Award, which will be presented to a talented, up-and-coming fashion designer. And of course Joline is delighted to show Amsterdam the complete j o l i n e j o l i n k S/S 2007-collection. The use of an exciting print design, chic denims and comfortable natural materials will give this classy collection the freshness of the wind blowing through your hair on a 70 s summer boat trip... With this new collection Joline Jolink has new parts of the world to explore.

*We are happy to welcome you at the So Dutch Fashion showroom on The Floor in the World Fashion Centre in Amsterdam to meet and learn more about this upcoming fashion talent.
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