

TRECHES
Weserstrasse 191
12045 Berlin

www.trech.es.com



Are you ready for social responsibility?

TRECHES

Organic and fairtrade fashion is not destined to be dull. The berlin label TRECHES proves otherwise with every new style.

The focus lies on quality and sustainability when designer Jeanette Bruneau Rossow develops her collections. The norwegian self-thought designer founded her label 2008 in Berlin: «There were no labels for ethic but at the same time eye-catching and fashion-forward streetwear, so I started one» she says, and she's been releasing a new collection twice a year since then.

TRECHES' aim is to move people to make conscious choices: «The image of sustainability in fashion must be raised to another level. Organic is in trend and does no longer mean potato sack-styles and therapeutic footwear. It is not a luxury-product but rather a way to admit responsibility and, of course, looking good doing so.»

Jeanette Bruneau Rossow reaches a maximal expression through graphic, minimal design. Simple geometric shapes and patterns work as base for the styling, and are altered and adjusted for a laid-back streetwear attitude. This, in connection to an eccentric coloration is what makes TRECHES unique: individual but wearable, made for the conscious urban young adults.

Facts:

Trech.es is run as an ethical responsible company, working for a fashion-industry where human rights and well-being are considered on every step in the development and production-process, where materials are valued, re-used and recycled and clothing are made to last.

All collections are produced in Germany, with only certified (GOTS) organic fabrics such as cotton, hemp and animal-friendly silk. The GOTS certification also ensures no child-labour and basic rights for the workers and farmers.

Trech.es source materials from companies that share their vision, and the clothing are sold in stores which wish to move things forward.

So what does "Trech.es" mean? Nothing. It's a made up name with no boundaries, a name for a world where everything can and will happen; a synonym for a bright future.

Contact

Press inquiries, sales: Johanna van den Haak
johanna@trech.es.com +49 (0) 176 21948136
Design, administration: Jeanette Bruneau Rossow
jeanette@trech.es.com

Studio/Showroom: HQ, Weserstrasse 191, 12045 Berlin Neukölln
web: www.trech.es.com
webshop: www.trech.es-shop.de

Fast Facts

Launched: May 15th 2008
Collections: 7
Price examples: Dresses 140-210 €, Jumpers 80-140 €
Materials: 100% sustainable fabrics,
such as organic cotton, hemp, animal friendly silk
Production: Germany
Stores in Germany: 13 (trech.es.com/trech.es/stockists.html)
Europe: 3 (Belgium, France, Switzerland)