



## Subject: Press release Collection CESIUM-137 a/w 2012

Treches is a young streetwear-label sprung out of Berlin, focusing on high-quality designs while keeping environment and ethics in mind.

The new Collection "Cesium-137" is about using triangles and geometry to create the 3D-shape of a garment. The clothing stands out in electric blue or dark purple with contrasting coloured shapes.

Highlights from the collection is the «Cone» cardigan, made by merging cone-shapes, and the «Tempelhof» jumper with a digital print of trees in the sunset at Berlin's former airport.

- "I was inspired by molecular graphs to abstract the body into a simple 3D-shape," says the designer Jeanette Bruneau Rossow. "I play with proportion and the perception of the body as if it were an abstract sculpture."

The geometric shapes are clearly visible in the designs. Each piece of clothing grabs attention and stands out: - "I like using contrasting and loud colours, and the challenge lies in finding the esthetic harmony in each piece."

While geometric and organic forms are key elements in the design the clothing are functional and easy to wear. They typically come in jerseys and other knit fabrics.

Treches appeals to young urban adults that prefers dressing up by simply putting on a fun jumper. They may also care a bit about the environment or social responsibilities. Treches 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.

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

So what does "Treches" 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@treches.com +49 (0) 176 21948136  
Design, production: Jeanette Bruneau Rossow  
jeanette@jbr-design.com

Studio/Showroom: Weserstrasse 191, 12045 Berlin Neukölln  
web: www.treches.com  
webshop: www.treches-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  
Europe: 3 (Belgium, France, Switzerland)