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SPRING / SUMMER 2016

SERIES SO1



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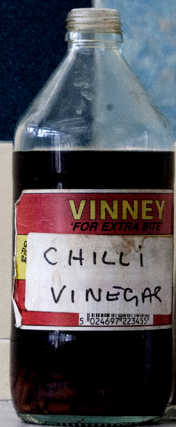


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PRESS RELEASE

So1

SS16

Prévu. opens its doors with its founding collection - So1

Founded by Jake Hall (Owner of Comntemporary Menswear label - Domingo Rodriguez), Tom Lipop and Eser Aydemir (Co owners of Advanced Contemporary label T.Lipop) the brand is new but the minds at work certainly are not.

A label established to offer the contemporary market place a more accesible and considered product at an affordable price point.

Currently produced in the UK using Italian Fabrics and Swiss trims.

Prévu. looks to the Suit for its inspiration, aspiring to produce a new range of suits to the younger croud - Aptly named the twinset.

Variatioons come in Bombers, Members only type jackets, Tshirts in various forms, Trousers, Shorts and Baseball shirts alongside accessories incluing caps, wallets and bags.

Fusing clean lines, relaxed tailoring and quality fabrications to realise considered and coherent collections, Prévu's expertise in cutting compliments the brand's smart/casual juxtaposition, where understated design is paramount.

In keeping with the evolution of the label, the name prévu. (expected or intended in French language) represents the idea that everything happens for a reason; Fabrics selection, style finishing and price point, for an uncompromising product always with the modern, quality-conscious man in mind.

Fuelled by a love for tailoring Prévu. mixes both traditional and technical fabrics complementing cut, shape and detail. The approach is simple yet effective, a belief in a clean aesthetic and that appliance should be for a reason, design should be questioned and challenged, only then can you produce and create.

‘TO THE NAKED EYE A PRODUCT CAN BE SIMPLE, ONLY WHEN YOU FEEL AND LOOK CLOSELY DO YOU SEE THE REAL BEAUTY.’

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