

SHE REBEL: HEADSTRONG DUTCH FASHION DESIGN

Intelligent fashion for strong women

She Rebel

A real She Rebel is how the Dutch women's brand of the same name looks at life. Tough, independent and knowing with a sexy feminine sophistication. A sharp fashion sense with more style than trend. Complex and thrilling, She Rebel knows what she wants and that means being headstrong, different, fashionable and attractive.

Spirited women everywhere are the source of inspiration for She Rebel, the designer label by fashion designers Lillian Konings (1961) and her partner Peter Suers (1961). Konings, graduated with honors from ArtEZ in 1985, built her fashion know-how through many years working with progressive international fashion designers. With this knowledge she creates a brand that combines sexiness and fashion in an intelligent way. She takes her inspiration from the rebels of the international street scene; from the stately women of India with their colourful Sari's to the nonchalant rock 'n roll style of androgynous supermodel Agness Deyn and the personalities that visit their Amsterdam boutique. They all inspire Konings as women who celebrate their sex in their own, individual and spirited way. Attractive women, intelligent women, cosmopolitan women, women who know that sexiness can be found in getting dressed just as well as getting undressed are fans of the collection. "To emphasize female attractiveness in a nonchalant, almost casual tough way. That is She Rebel," says designer Peter Suers.

At home in the Netherlands the label has been an underground success for the last 5 years. Their store, located on the Herengracht in Amsterdam is Sky, from which Konings and Suers are working on the European launch of She Rebel, the label they own, manage, develop and produce together. The personal vision of Konings is clearly visible in the collection. Her way of working is averse to quick hypes and trends: "Trends, the delusion of the day, are of no interest to our collection. These will not stay. My style is trendy in an authentic way."

The direct contact that Suers and Konings have with the customers in their store and the useful feedback they give about what they want in their wardrobes is an important addition to the She Rebel style. The collection is made with a strong feel for what the customers really want and they visit the store especially for that reason. Its Konings' aim that every garment, every design is the best she can give. She works with precision and passion designing the She Rebel collection and every piece of the collection goes through her hands many times. A process that comes out of a passion for fashion: "I love combining fabrics and design in a thrilling way. Simple things can be beautiful, giving a sense that there is more to the clothing than meets the eye is what makes a garment exciting and interesting. It's a real kick to design for She Rebel. It's exciting not to go for easy statements, but to create real fashion. Fashion that dares to go further, without becoming uncomfortable and forced. For me it matters to create collections for She Rebel that combine a nonchalant aesthetic with a perfect make and fit so no matter what shape or size a woman is, she will feel beautiful and attractive. If I can do that then the She Rebel collection has achieved what I set out to do."

The label is a typical example of Dutch fashion design – beautifully made, practical style, and combining luxury with a refined sexiness.

Suers and Konings produce two collections a year, aimed at the winter and summer seasons. Each season's collection presents a complete picture of fine-tuned pieces beginning at around the hundred-euro retail price. Currently comprised mostly of knitwear such as dresses, cardigans and jumpers the label is well known for its baggy jumpers and cardigans that match so perfectly together. They not only fit comfortably but also allow for a revealing attractive femininity. A good example is the tight, knitted cardigan of washed lambswool with extra long fitted sleeves that is a bestseller among the fans because of its perfect fit.

For this season, alongside knitwear She Rebel is focusing on new materials; jeans, woven silk and jerseys.

After the quiet success in their own Amsterdam store She Rebel is now also available in twenty-five stores at home and abroad such as Belgium, Norway and the UK. The She Rebel collection can be sold in at the fair or through the sales agents with the opportunity to re-order during the sales season.

She Rebel is a brand for women with a free state of mind. Strong women no matter what age fall for this label. She Rebel is rebellious Dutch fashion design that finally sets women free from limited style choices.

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