

LARENS

ZURICH

WWW.LARENS.COM

KNOWING WHERE THINGS COME FROM IS IMPORTANT.

LARENS ZURICH, a luxury label established in 2010, sets ethical standards in the stance it takes against consumerism. Our company combines contemporary design with the pride taken in a tradition of excellent craftsmanship.

The LARENS ZURICH collection for women includes Fur & Leather, Blouses, Dresses, Cashmere Knits, Cashmere Accessories and Jewelry. Currently, a men's collection including shirts and a cashmere line is in the project phase.

LARENS ZURICH will not compromise the quality of its products and cultivates partnerships with small, exclusively European manufacturers, master artisans and their studios who perform outstanding work in their field.

Today you can find LARENS ZURICH with more than 40 retail partners mainly in Germany, Switzerland, Luxembourg and, most recently, in London and New York. Our collection is offered in the immediate vicinity of Agnona, Malo, Loro Piana, Armani, Brunello Cucinelli, Etro, Jil Sander, Diane von Furstenberg, Balmain, and Lanvin.



FUR & LEATHER – THEIR SOURCES MATTER!

All of the fur we use is purchased from controlled breeders or hunters, or is the by-product of meat production. Our work is grounded in love and respect for animals, so complying with the Washington declaration comes naturally to us.

Our German partner has been owned by the same family since the company was established in 1948, and the passion for working with fur has passed into the second generation in the meantime.

**BLOUSE LARENS ZURICH IS WHERE CONTEMPORARY
DESIGN MERGES WITH THE TRADITIONS OF TRUE
CRAFTSMANSHIP – 100% MADE IN ITALY!**

Our blouses and dresses are manufactured by a small firm on the shores of Lago Maggiore, between Lugano and Varese.

This family-owned business was established in 1989 and has gained unique experience in making top-of-the-line apparel. For more than fifteen years, the company was responsible for realizing the wonderful designs by Gianfranco Ferré.

We use extremely fine cotton fabrics, with counts of between 170/2 to 200/2. Some of these fabrics are woven using yarns made of real West Indian Sea Island cotton – the rarest and most precious variety in the world. Our weaver is a company established in 1876 and domiciled in Bergamo, Italy. We love the quality they produce, and so do our clients!

Finally, our silks. The fabric is made in Como, the famed center of silk-weaving in Italy. Our supplier was established in 1993 and has been delivering its wonderful products to the sophisticated world of top class prêt-a-porter.



**WE TAKE REQUESTS - AND CAME OUT WITH CASHMERE
KNITS FOR OUR 2014 WINTER COLLECTION AFTER SO
MANY OF OUR CLIENTS ASKED FOR THEM.**

Our partners in Como immediately understood our concept and our mission: to create excellent products and to thereby contribute to a culture of quality. The company was established in 1946 and is now being run by the third generation.

The styles we have realized together show we are the right partners for each other.



PROFASHIONALS[®]

FASHION CONSULTING SA

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WHO WE ARE

Khadija Larens and Bülent Öcal are the minds behind Professionals.

Khadija Larens, born in Karlsruhe, Germany, studied fashion design at the Hochschule für Kunst und Musik (University of Art and Music) in Bremen. She has been on top of the trends as a designer since 1988 and has been working as head of design since 1995.

Bülent Öcal, born in Bad Oeynhausen, Germany, studied fashion design at the University of Applied Sciences in Bielefeld. He has been active in the fashion industry as a designer since 1991 and as head of design since 1995.

THE WAY WE THINK

We have no ready-made philosophy. We just like to think!

And we love it if our thoughts are put into action. Profashionals joins their clients in selecting the paths that are right for them. Which means we listen before we get creative.

With Profashionals, you can count on partners who know how to reach target groups, and you can rely on our experience to develop concepts and collections for international labels. Because this is what we do – and we do it with care and great success!

SERVICES DESIGN

Profashionals designs collections and product lines, either as a whole or in parts, and will supervise their production in, to cite some fields as examples:

- Prêt Woman
- Prêt Man
- Prêt Kids
- Accessories (fabric and leather)
- Lifestyle Objects
- Corporate Fashion
- Production

SERVICES CREATIVE CONSULTING

Sometimes it takes a lot. Sometimes just a little will be perfect.

Profashionals assists companies in all matters creative with tailored-to-fit consultancy services. They include:

- Trend scouting and compilation of dossiers;
- Client-specific analyses of color, fabric and styling;
- Consultancy services regarding the qualitative and quantitative course of the season;
- Model design;
- Creation of prototypes.

SERVICES STRATEGIC CONSULTING

Profashionals provides advice to companies seeking to reposition themselves and assists them if they want to refresh or sharpen their market profiles. We provide valuable input in the following fields:

- Competition analyses;
- Positioning;
- Development and design of project lines;
- Quality standards;
- Guidelines for quality assurance;
- Pricing.
- Production

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