

victoria roe

Media Release

Friday February 5, 2009

Spring summer never looked so good

It's music to the ears of any fashion-conscious woman living in Hanoi who likes making a statement with stylish, quality garments – there's a new label and it's coming to a store near you.

Guaranteed to set a new benchmark in a market where few quality fashion labels exist, the **spring summer 2009** collection by **victoria roe** is being sold at Tan My Design on Hanoi's Hang Gai Street from next week.

The release of the collection also marks the launch of the label **victoria roe**. Created by British designer Victoria Roe, the label creates simple, stylish garments which reflect the highest quality of design, material and manufacture.

The label's design team consists of Victoria and Vietnamese designer Vu Thao, bringing together the very best elements of East and West.

Victoria says this collection was created specifically for Vietnam.

"We focus on 'the working, internationally-aware woman' who wants simple, well-cut and well-made garments at sensible prices," Victoria says.

"The age of our customer is not as important as her lifestyle and character.

"It's not just about buying the perfect new evening dress, it's also about the perfect top, jacket and pair of trousers to wear to work or to meet friends for coffee or go out to dinner.

"Our customer also wants pieces that she can bring into her existing wardrobe."

The garments are made in small quantities and the collection will change throughout the season, which means customers can visit the Tan My Design boutique at least once a month and be sure to find something new on each visit. The sizes available range from size 6 to size 12.

As Victoria explains, the designs are about embracing the female form.

"It's not about showing everything, but about creating interesting silhouettes," she says.

"You can change a woman's shape or accentuate certain areas of her body through use of cut, colour and fabric.

"It is also important that we take advantage of the best that is available in Vietnam – sourcing the fabrics within Vietnam, having the clothes made at local manufacturers and the accessories, such as the silver and wooden jewellery, made in the country.

"Fashion is a collaborative, creative process and, above all else, that's what this fashion label is — it's a meeting of East and West, from the personnel involved and the materials we use through to the cultural influences that inspire our creative processes and the accessories which are an intrinsic part of our design."

To get a sneak preview of what will be available this spring/summer, visit the **victoria roe** website - www.victoriaroe.com

Collection launch

When: From 8.00am, Friday February 20.

Where: Tan My Design, 61 Hang Gai Street, Hanoi, Vietnam

Contacts for Interviews

Victoria Roe (UK) — Ho Chi Minh, Fashion Designer and Lecturer

Ms Roe, 31, is the Fashion Design lecturer at the London Centre for Fashion Studies in Hanoi where she has been since 2006. Following her undergraduate degree in fashion in Bristol and her Master's studies at the London School of the Arts Central Saint Martins, London, Victoria started the label victoria roe. She has taught fashion at the University of the West of England and at the South East Essex College in the UK.

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Vu Thao (Vietnam) — Hanoi, Fashion Designer

Ms Thao, 29, Graduated, in 2008, from London Centre for Fashion Studies, Hanoi, with a Distinction. Following graduation she joined victoria roe.

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