



SS/10

COLLECTION
PREVIEW



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VISION

Azede Jean-Pierre is the designer behind the Azede Jean-Pierre label. She is of Haitian descent, and currently lives in the USA. Azede is currently a student at the Savannah College of Art and Design.

The vision of the label is that of a woman who embraces change in both the new and the classic perspectives of elegance. Our focus is silhouette and drape as well as developing textiles.

Our customer is timeless and ageless, attracted to unique shapes and prides herself on being a trendsetter.

SS/10 marks the debut catwalk show for the designer, which will bring in buyers, media, and support from various areas of the market/industry.

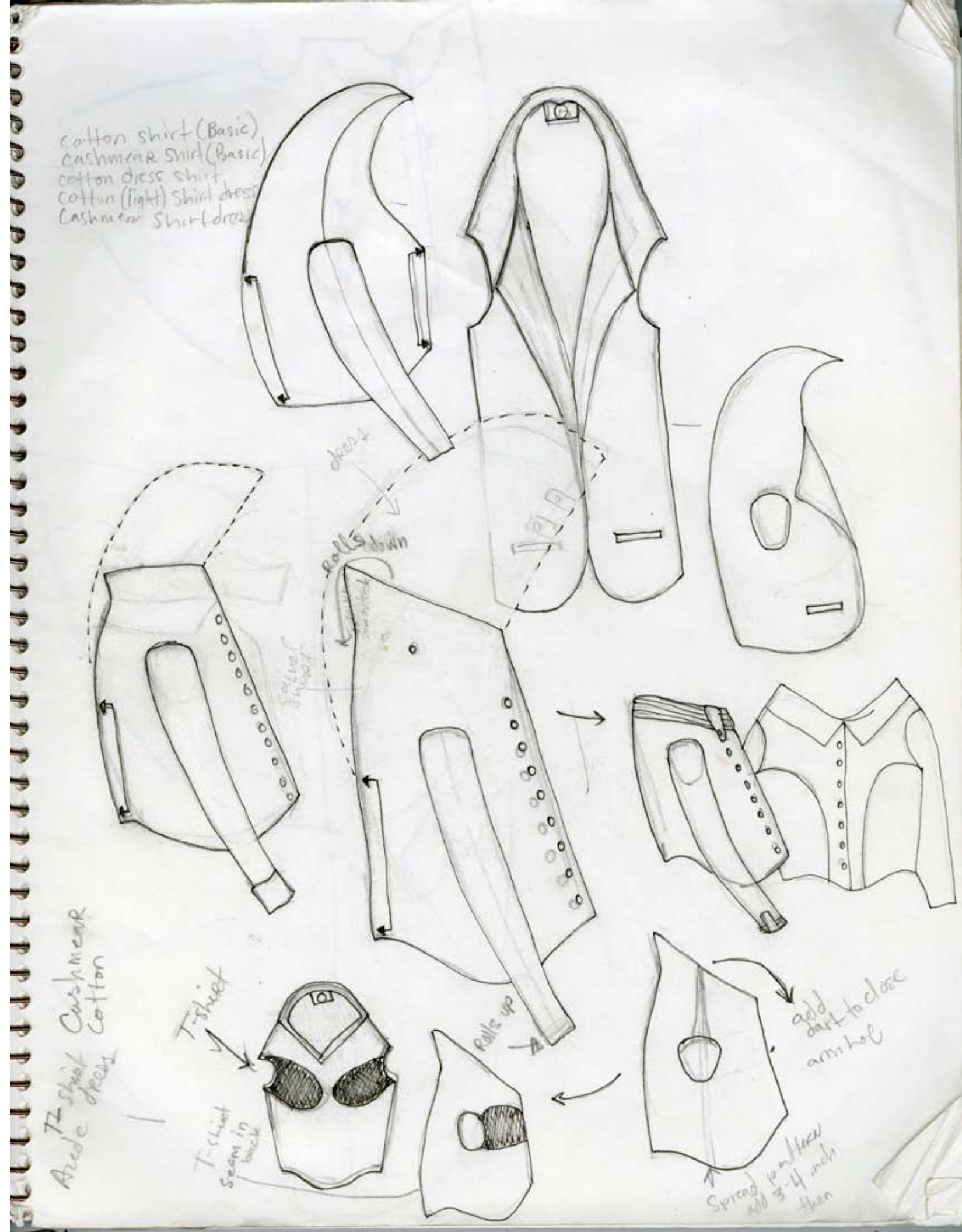


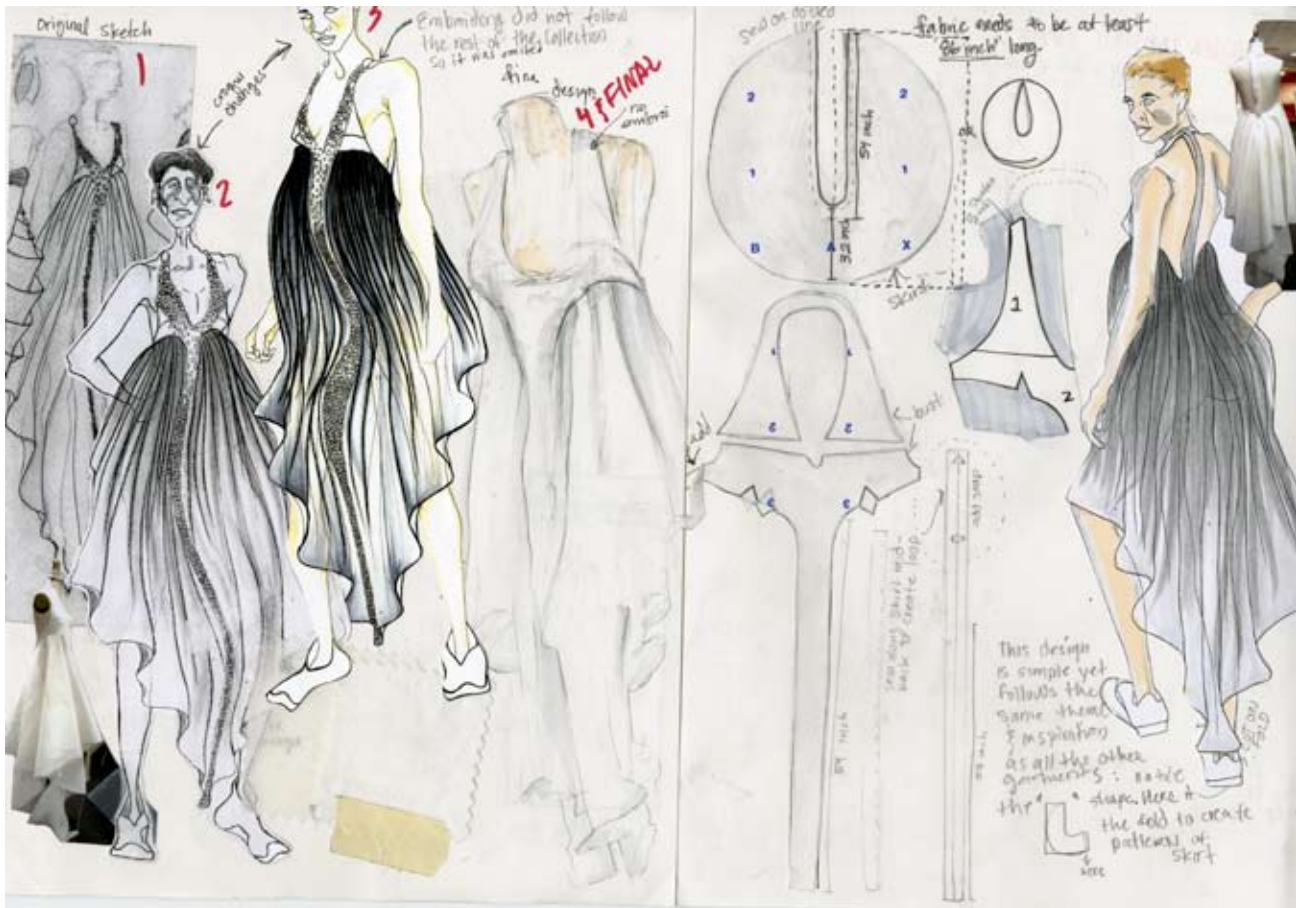
COLLECTION CONCEPT

The collection consists of versatile dresses that can accentuate the waist or back, or be worn as a tunic. Designs also include large tailored jackets and tailored trousers that appeal to the more traditional client. A fresh color pallet of black, gold, white, red, and everything in between has been used, along with innovative techniques and

fabric treatments and interesting textile choices.

Drapery fabrics, jersey, cotton/bamboo knits, silks, and chiffon have been used to construct flowing and tailored pieces with tromp l'oeil effects in the tailored pieces.









COLLECTION
PREVIEW/
LOOKBOOK











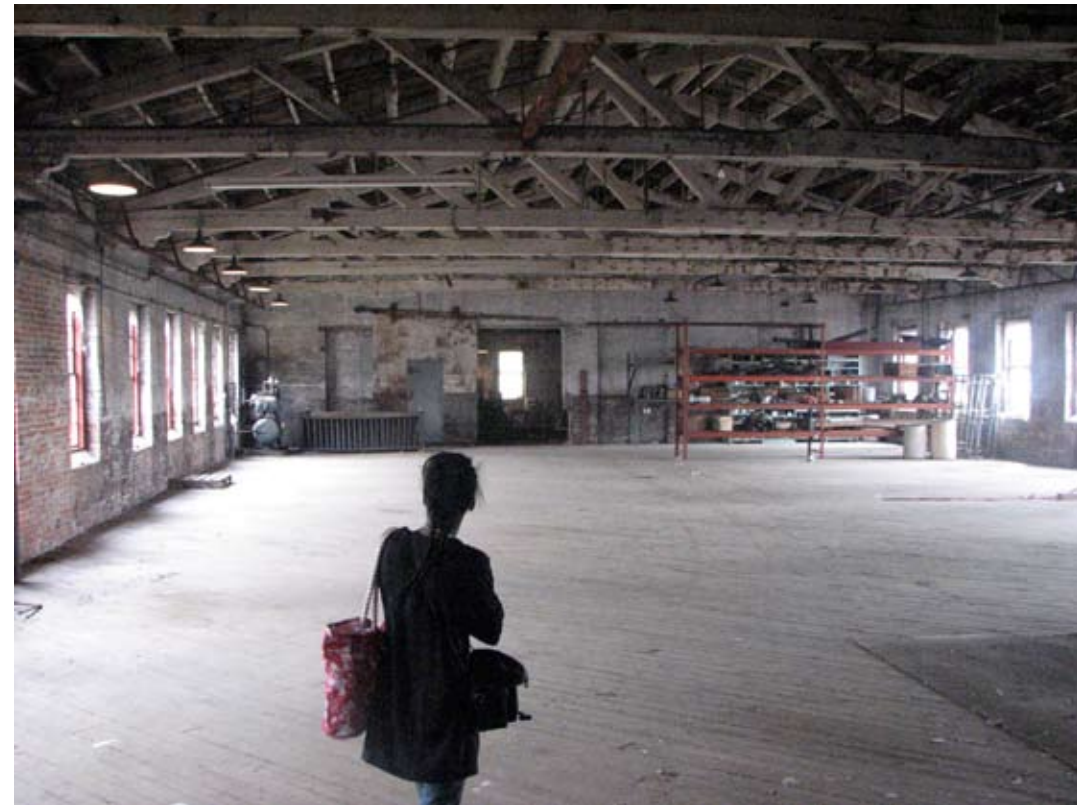


TIME & PLACE

The show will take place October 3, 2009, at 8pm to 10pm. The venue will be the Goat Farm in the Design District of Midtown Atlanta. The Goat Farm is a sprawling complex of historic buildings that used to be a cotton gin factory but now functions as artist workspace.



THE GOAT FACTORY



INVITED GUESTS

MEDIA

WWD Atlanta
Atlanta Fashion
Incubator
Atlanta Journal
Constitution
explorefashions.com
Art Nouveau Magazine
examiner.com
Daily Candy
firstview.com
Elle Magazine
Ebony Magazine
Essence Magazine
Upscale Magazine
Vogue Magazine
Marie Claire Magazine
Jezebel Magazine
Atlantian Magazine
JC Report
Creative Loafing
Click Model Management

Elite Model Management

BUYERS

Bill Hallman (Atlanta)
Addiction (Atlanta)
Rhinoceros Boutique
(Atlanta)
Bloom (Atlanta)
Colette (Paris)
Pineal Eye (London)
Via Bus Stop (Tokyo)
Henri Bendel (NYC)
LeBon Marché (Paris)
Maria Luisa (Paris)
Jeffrey (New York)
Seven (NY)
Mames (LA)
Penelope (Brescle)
IT (Hong Kong)
United Arrows (Japan)
Club 21 (Singapore)
Beams (Japan)

Belinda (Sydney)

Neiman Marcus

(Atlanta/NYC)

Podium (Moscow)

Space Mue (Seoul)

CONTRIBUTORS

Click Model Management

Estee Lauder

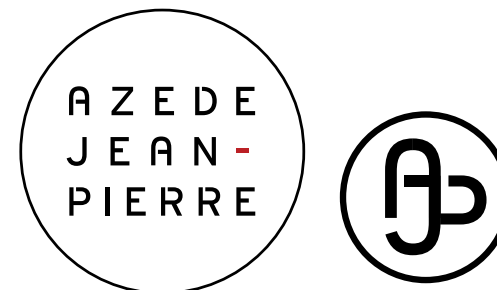
The Goat Farm

Red Bull

Premiere Atlanta pho-
tographers & stylists

CLICK

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