



ТАМ ВАНДЕР



I AM WATER

Spring/Summer 2016 Collection

Moving from high-lux digitally printed swimwear through iridescent day looks to soft and sensuous occasion selections, Hendrik Vermeulen's SS16 collection is an interpretation of the great wonder of the world's oceans.

Inspired by the extraordinarily deep colours and magical creatures of the sea's deep waters, the collection, entitled I Am Water (and created in partnership with the I Am Water Foundation) is founded on a palette of rich aqua hues with highlights of coral, magentas and soft ombres.

"I find the ocean incredibly inspiring," says Vermeulen. "There is an energy to the sea's rhythm that is so intense. It has this dual nature - on the one hand extremely life giving, and on the other a complete unknown."

Custom re-embroidering and crystal beading as finishing details highlight the hand dyed and digital printed motifs all in homage to the eternal fluidity and mysticism of nature's great life giver - water.

Silhouettes are classic and accessible - Vermeulen designs for the sophisticated woman who wants to look beautiful at all times.



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Always obsessed with Couture, the South African, Hendrik Vermeulen started sewing under his mother's skirts when only six years old. Aged 15 he sold his first evening dress. In 2001 he enrolled in a fashion course and progressed to achieve the 'Student of the Year' award. Following his studies he moved to Cape Town where he gained experience working for the renowned local designers.

After five years he began selling custom pieces for private clients, encouraged by the demand, he decided to go it alone, founding his own label Hendrik Vermeulen Couture.

Today, Hendrik Vermeulen runs a thriving atelier and boutique in the heart of Cape Town selling ready-to-wear as well as by-appointment-only unique hand-crafted garments.

Vermeulen designs for the discerning man and woman who appreciates beauty and always wants to look their best.

He has shown repeatedly on international fashion platforms. His clients include politicians, television personalities and well known celebrities.

SOCIAL MEDIA:

TWITTER: HendrikVCouture

TWITTER: SimplyVermeulen

FACEBOOK: Hendrik Vermeulen

FACEBOOK PAGE: Hendrik Vermeulen Couture

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