

Hellen van Rees



"What I love is to make a product completely from scratch, I like it if you can see it's handmade, the sensitivity of it, and knowing each piece is unique in the end."

About

Hellen van Rees is a Dutch fashion and textile designer who graduated from the prestigious MA Fashion at Central Saint Martins in London in February 2012. Before that she finished the BA Fashion design at ArtEZ Institute for the Arts in Arnhem, The Netherlands.

After graduating she started her own label. Her first collection was shown during London and Paris Fashion week and was named "One to Watch" by London design platform Fashion Scout. Around the same time Lady Gaga was seen wearing an outfit by this young designer. In July 2013 she won the Humanity in Fashion Award during Berlin Fashion Week. The award, initiated by Hessnatur, recognizes young and rising designers who create clothing on the basis of sustainability.

Hellen van Rees has also been selected as one of 30 designers out of 1221 applicants to continue through to the semi-finals of the LVMH Young Fashion Designer Prize 2014.

Hellen van Rees' collections are based on traditional feminine silhouettes, executed in a more raw and modern context. The collections feature signature handmade fabrics, sometimes featuring 3-Dimensional elements, inspired by contemporary art installations. Her handmade fabrics are unique in their design and manufacturing process. A constant search for contrasts and textures keeps the work fresh and innovative. Most materials are made sustainably by using production left overs and/or organic textiles.

A/W'13 SQUARE3 ANGLE: THE TRANSFORMATION.

Hellen van Rees is known for her handmade tweed fabrics, she creates using factory remnants and recycled threads. This slow process allows the garments to be created without waste and due to the manual process each garment is unique in the end. Some pieces feature three-dimensional threaded blocks creating a playful and futuristic silhouette. This collection is an exploration into what happens when yarns of all colours are combined in one textile. Resulting in tweeds in new blends and colours combinations.

Hellen also uses contrasting materials in this collection - a pitch black and bright white rubber-coating to create a stark contrast with the vibrant multicolour handmade tweeds. Combined with silhouettes inspired by classic Chanel twinsuits and contemporary art installations results in a visually strong but surprisingly wearable collection.