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FALL WINTER 2016

ABOUT VOYAR LA RUE



The Dutch company is one of the newest fashion labels in the Netherlands. Voyar La Rue is 2 years old and already sold in many difference shops in Europe.

The label represents the independent, fashionable woman of our times. The collections consist of feminine yet tough eye catchers. The label is situated in the mid-segment.

The vision of the company is that each and every women can look fashionable and feel comfortable in different ways. The collection consists of 4 seasons and every 1,5 month new items are added to the collection.

> VLR Slogan: 'A new brand, a new fashion comes to you' www.voyarlarue.com

Leah Jacket VLR-70489 Leah Pants VLR-70497

ABOUT DESIGNER/OWNER VOYAR LA RUE EMMA VAN STRAATEN

Emma van Straaten has always had a large passion for Fashion. She supported international designers with searching for the right design for the fashionable women. However after a number of years it became time that she had to start working for her own design/ logo with the right fashion items.

She started in 2014, with designs for dresses and created T-shirts with a statement. Later she produced her first samples. On the samples she got enormously many nice responses and a lot of shops wanted to buy her first clothing items. So this is how her Fashion label Voyar la Rue started from something small to a success.

The most difficult thing was to get a right name for her label. She was thinking of "Voyar". Voyar is a small family village where she went on holidays with the whole family when she was young. Good happy memories. That would be the first part of her Fashion label. She also wanted to have a piece of herself in the name. Not her first name but her last name. The French word La Rue which is de Straat in Dutch became the last part of the Fashion name. And so the name was born: Voyar La Rue.

More of her dream came true when she opened her first showroom in December 2014. In one year time her label was sold in many different shops in Europe and more selling points in more countries are on the list!

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Facebook: Voyarlarue Pinterest: Voyarlarue Snapchat: Voyarlarue Instagram: @voyarlarue & @e_vanstraaten



Blouse Blake VLR-72934 Luna Pants VLR-70504

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Tshirt Beaute VLR-12345 Jacket Yott VLR-71294 Short Jay VLR-45346 Becan L pas age Jacket Lott VLR-70488 Dress Lois VLR-70500

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Tshirt BOSS **VLR**-77743 Jacket Xing **VLR**-70505 Skirt Xing **VLR**-70495

Top July VLR-70506 Short Jay VLR-45346

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Blouse Xana Tiger VLR-70488 Skirt July VLR-70490 Dress Jahfaria VLR-70514

Jacey Blouse VLR-70507 Pants Luna VLR-70504







Stripe Blake Blouse VLR-71292

Jacey Blouse VLR-70507





Balou Bomber VLR-70485

Balou jogging VLR-70503





 Xing Biker Jacket VLR-70505
 Jazzlyn Blouse VLR-70516





Tshirt Boss VLR-77743

Sweater SHE VLR-75533





Dress Xelly VLR-71296

Colbert Zebra VLR-70512





Dress Lois VLR-70500

Pants Lana VLR-72345





Dress Jahfaria VLR-70514

Blouse Xana Tiger VLR-70488





Jacket Yott VLR-71294

Bomber Jahfaria VLR-70515



CREDITS

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Special Thanks

I would like to thank the entire Voyar La Rue Team for working together so well. Our team keeps on growing and I am proud to say that everyone has a unique value that benefits the whole company. I think all of you know that the most important thing is that everybody is happy and comfortable by Voyar La Rue, all of you, our partners and our customers by Voyar La Rue. THANK YOU ALL!

- Emma van Straaten

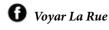
Contact

For more information about Voyar La Rue and the collections: check the contact information below or visit our website www.voyarlarue.com. Retailers who would like to visit our fabulous showroom in Amsterdam, can call or e-mail one of our representatives to make an appointment.

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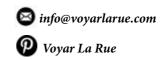
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