



VOYAR

La Rue

FALL WINTER 2016

ABOUT VOYAR LA RUE

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

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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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A woman with blonde, wavy hair is standing on a balcony. She is wearing a white, long-sleeved, button-down blouse with a chest pocket and black, high-waisted, flared trousers. She is also wearing black high-heeled shoes. She is leaning against the white frame of a window or door, with her right hand resting on the frame. The balcony has a blue wrought-iron railing. The background shows a green landscape and a blue sky. The curtains are patterned with a floral design in shades of brown and beige.

Blouse Blake VLR-72934
Luna Pants VLR-70504



Tshirt Beaute VLR-12345

Jacket Yott VLR-71294

Short Jay VLR-45346

Jacket Lott VLR-70488

Dress Lois VLR-70500



Tshirt BOSS VLR-77743

Jacket Xing VLR-70505

Skirt Xing VLR-70495





Top July VLR-70506

Short Jay VLR-45346



Blouse Xana Tiger VLR-70488

Skirt July VLR-70490

Dress Jahfaria VLR-70514





Jacey Blouse VLR-70507
Pants Luna VLR-70504



Sweater SHE VLR-75533

Skirt Kelly VLR-71295



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

Dress: VLR-



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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