



VOYAR

La Rue

FALL WINTER 2016

ABOUT VOYAR LA RUE

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 *La Rue* 

Voyar La Rue is the fresh new label in the Netherlands and beyond.

Voyar La Rue was founded in 2014 and inspired by “The love for fashion”. Our fashion allow independent women to feel strong and successful. For us it is more than a feeling, it is a lifestyle!

It all starts with the selection of our designs and fabrics, all according to our high standards and unique style: feminine, elegant, but also a bit bold. In each of our products lays the passion to be something special.

You will recognize our unique style everywhere.

Do you want to feel feminine, unique and successful? With our fashion we will give you the perfect outfit to feel confident and do everything you would like as an independent woman.

Our collection knows four seasons, but we do not want to keep you waiting, so check our website regularly for new items. You can also contact us for the address of the closest partner shop near you.

www.voyarlarue.com



Leah Jacket **VLR-70489**

Leah Pants **VLR-70497**

ABOUT DESIGNER/OWNER VOYAR LA RUE EMMA VAN STRAATEN

Emma is the creator of the young label Voyar La Rue. Fashion has always played an important role in her life. First as a model and afterwards she supported various international designers searching for the latest trends. She could not overcome the feeling something was missing, not complete. She started to create more and more her own vision on how clothes must feel, fit and express. With this vision she started her lifetime dream of designing her own clothing line. She started with t-shirts with catchy statements and soon more and more followed. All according to her unique style. Her first samples were so well received that shops throughout the country stood in line to add her creations to their collection.

Coming up with an appropriate name is not always easy. It is ultimately the soul of the company. Voyar is a small picturesque village that she often visited in her childhood with her family. Beautiful and innocent memories! La Rue is the French word for street, Emma's surname in Dutch. Combining these two words made the story complete. Now two years later Voyar La Rue is one of the most successful new labels on the market.

Dutch celebrities have also discovered the distinctive style of Voyar La Rue and are regularly spotted in our latest creations. Inge de Bruin, Liza Sips and Monique Smith have clearly embraced our way of fashion. Will you follow?

For our latest news follow us on Facebook Pinterest, Snapchat and Instagram:


Facebook: Voyarlarue

Pinterest: Voyarlarue

Snapchat: Voyarlarue

Instagram: @voyarlarue & @e_vanstraaten



A woman with long, wavy blonde 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

Editor-In-Chief: Emma van Straaten

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Design & Styling: Larissa Eenhuizen & Merel Mestrum

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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Voyar La Rue



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