



*atelier* PARSMEI

## About The Brand

Atelier Parsmei is an ethical, sustainable, high fashion kidswear and womenswear brand offering convertible classic contemporary design.

By prioritising sustainability in all life cycles of the clothes Atelier Parsmei ensures that every aspect of production is transparent - respecting both the planet and its inhabitants.

*"We choose to seek a better way to produce luxury and high design fashion with social commitment and sustainable principles. Our mission is to encourage everyone we work with or sell to, to think, act and choose positively while finding ideas to help us create less wastage and reduce our environmental impact."*

The Atelier Parsmei collection is respectful in production and benefits others through purchase and wear.



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## **Spring Summer 2020 collection**

### *Vintage Schooling*

'Every child should have the right to an education...' This important principle is at the origin of Atelier Parsmei's premier collection.

The SS20 collection draws on the thought-provoking installations of contemporary artist Ai Wei Wei about the Sichuan earthquake in 2008 by way of referencing vintage Chinese school uniforms and their classic silhouettes. The use of pleating produces structured texture, fitted bodice dresses contrast with fuller skirts to allow freedom of movement. For the boys - shorts with classic pleats and removable elasticated braces allow for uninterrupted play.

A colour palette of spring greens flirt with bubblegum pinks. Sky blues form clear backdrops to sunny yellows and juicy tangerine orange colour pops.

Atelier Parsmei celebrates the interconnection between parent and child through the production of a luxury capsule collection for both Mother and child that is sustainable and socially conscious. We are proud to be part of the Room to Read\* program with every wearer of our beautiful garments contributing to the Atelier Parsmei ethos.

*Part of me - part of our future*



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Rita dress/Azure

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Lola dress/Carnation & Corn

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Lola dress/ Carnation & Corn  
Laura dress/ Carnation & Corn

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Joaquin shorts/Oatmeal and Matteo shirt/Powder  
Lola dress/Tangerine & Sand and Laura dress/Tangerine & Sand

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Laura dress/Tangerine & Sand

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Sylvia skirt/Bubblegum and Ana blouse/Powder

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Lily skirt/Bubblegum and Ruby top/Powder & Blush  
Sylvia skirt/Bubblegum and Ana top/Powder

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Joaquin shorts/Pear and Matteo shirt/Powder  
Sylvia skirt/Confetti with Ana top/Powder and Myria dress/Confetti

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Sylvia skirt/Confetti and Ana top/Powder

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Joaquin shorts/Oatmeal and Matteo shirt/Powder

Lola dress/Tangerine & Sand

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Joaquin shorts/Azure and Matteo shirt/Powder  
Lola dress/Tangerine & Sand

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