



POPULAR EUROPEAN BRAND PLANTS ITSELF IN DUTCH GROWERS

BY CANDACE FOX. PHOTOS BY HEATHER FRITZ



Ladies, it's time to bring out your inner Fashionista. Saskatoon is home to a one-of-a-kind boutique found in Dutch Growers. The very popular Vero Moda clothing brand has transported a mini shop in the 1000-plus square foot area set aside specifically for their clothing and accessories. Unique to both Dutch Growers and Vero Moda, this concept was designed specifically to accommodate the size of Saskatoon and the city's fashion 'femme fatales.' The European clothing brand is excited to offer more of its line and create a unique shopping experience that fits the brand and its fashion-forward and contemporary style of clothing. Making the sidewalk your runway this season will be ultra-easy with the latest Vero Moda fashions at Dutch Growers.

With high demand from customers to offer more clothing options from the brand, Dutch Growers worked closely with Vero Moda, building the concept boutique within their location to offer fashion forward style to Saskatoon women. Vero Moda is excited to have teamed up with Dutch Growers to offer more of the brand's clothing and bring a unique shopping experience that fits the brand and its fashion forward and contemporary style of clothing.

The European clothing company is relatively new to the Canadian market and fashion scene, with a heavy presence previously seen only in Germany, China, Central Europe, Middle East, France and



the UK. Saskatoon's Vero Modafans can be assured they are wearing some of the most fashionable styles, prints and accessories available as the brand takes top priority in staying in step with international trends.

The company is extremely customer-focused, providing contemporary fashions on a variety of style thresholds and preferences. Mixing and matching is key and collections from the brand focus on practicality while still maintaining a high level of fashion-forward style. Regardless of your personal flare, everyone can find pieces in the Vero Moda collection that suits their clothing palette.

The brand has established its ability to provide today's fashion-conscious female with a clothing line that takes risks while still remaining functional for work or play. The clothing company is also applauded for its environmental and sustainability endeavours, as the international brand is quite transparent with the general public, as well its colleagues,



suppliers and other stakeholders as to the expectations and realities of the production of clothing and manufacturing in its various locations around the globe.

Dutch Growers is delighted to invite its femme fatale customers of all ages, sizes and style preferences to spend time with its in-store stylists and check out the current season's arrivals from Vero Moda. Mixing and matching has never been easier, as Vero Moda has made sure clothing can be worn and enjoyed longer with the current season designed to match up to your previous season's favourite items.

Key pieces and prints from Spring/Summer 2011 can easily be worn with a few more layers of Vero Moda's Fall/Winter line to make a whole new outfit. If you are not sure how to develop multiple outfits from each item, or transfer your day wear to an evening outfit, Dutch Growers has you covered.

Trained stylists are available to assist you in your style quest for the perfect outfit, and can answer any of your questions specific to the brand or current fashion trends in general. Opting to hire style experts rather than sales staff has allowed Dutch Growers to create a whole new shopping experience, one that is tailored and specific to the fashion needs of the women shopping at their location. Consider them your personal stylists during your visit, because that is exactly what they are.

Trend Report:
**Hot Runway-Inspired
Trends for Fall/Winter 2011**

Colour Blocking: Bold colours on the top or the bottom are big this season. Make your outfit pop even more by pairing your bold piece with something more muted. Watch for lots of red, blue and yellow this season.

Bold and Eye-Catching Prints: Make a statement with an interesting and unique print. Those who love bold animal prints will be excited to see exotic snake skin in the fashion mix this season. Also combining bold prints with some beautiful light fabrics will add a simple touch of femininity and soften the look.

Raw and Edgy: Look for leather or faux leather leggings and rider inspired pants. Crop leather jackets are also a hot item this season. While still very sophisticated, this style is bold and fun.

70s Chic: This style era will be seen with a contemporary touch including up-to-date poncho style cover ups, earthy wardrobe tones and hues as well as some faux sheepskin to keep warm and cozy in. Not forgetting the return of the flair jean and anything and everything with a bit of fringe. Take your look to the next level with furs, velvets and silks for the winter season.

Boy Meets Girl: Masculine and feminine styles combine to make bold blazers and pretty button-up boy-inspired tops and shirt dresses this fall/winter. Included in this trend are oversized cardigans and sweaters paired with bold printed or coloured leggings.

Bohemian or Gypsy Glam: You choose this season. Ethnic prints, layering, bright hues, dramatic accessories, furs—mixing and matching your favourite wardrobe essentials to bring to life your boho day look or gypsy evening glam.

Fancy Footwear: Ladies can ex-



pect to find more wedge boots and booties this season. Platforms are back, along with thicker heel shoes and booties adding to the vintage 70s chic look. For those who prefer flats, riding boots continue to be in season, and expect to find more styles in your favourite winter shades.

Personal Storage: Structured hand bags will be big this winter, adding an element of sophistication to any outfit. Boho chic and satchel bags are favourites this winter in soft leather and suede. Also be on the lookout for Luxe bags with detailing in faux fur, feathers and vintage jewels.

Outfit Finishing: Accessories to notice this winter include feather hair pieces in muted colours or bright hues. Look for chunky oversized watches

with a gypsy or vintage look. Hoop earrings, wrap bracelets, statement rings and rose gold jewellery top off the list of hot accessories for the 2011-2012 winter season.

To learn more about the Vero Moda brand or to add this season's most fashionable wardrobe essentials and accessories, visit Dutch Growers and let Pam and her team of personal stylists help you find exactly what you are looking for. FLS

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