

## studio .ruig



### studio .ruig dreams about a better future

After ten years of running a successful fashion brand, the founders of studio .ruig think it is time for reflection. They realise that the current fast-paced system of working with trends and seasons is putting an irresponsible pressure on both the environment and on every participant of the fashion industry. Designers feel constrained by the expectation to create new things again and again. Retailers find

themselves forced to invest in continuously changing collections, growing a stock of items that quickly become unsellable. Consumers feel cheated by fickle trends that push them into mindless overconsumption and feel expected to treat fashion as disposable. The three owners of studio .ruig are convinced we can all do better, and take a radically new direction with their own fashion brand to set the tone.

## a manifesto for a new approach to fashion

We will work towards a responsible industry. Instead of succumbing to fast moving trend cycles, we will dedicate our time and energy to thorough research of fabrics and materials and the most sustainable ways to produce. Our designs won't be rushed; we'll allow ourselves the time to fine-tune them to perfection.

We will create intelligent fashion. Our studio .collection will be seasonless and timeless. Our philosophy is to build upon what is good, perfect that and gradually fade away the items that have outgrown their relevance. With our slowly evolving collection, we'd like our customers to approach their wardrobes as a multi-layered work in progress, not as a final result that has to be completely re-invented every year.

We will champion **unpretentious style**. We like to study our customer to better understand what she needs from us, rather than imposing on her what she should like. We create items with modern cuts and elegant designs that allow each woman to let her own personality shine through. Our handwriting will be as subtle as femininity itself and will be apparent in interesting textures and refined details.

We will foster **lasting and reciprocal relationships**. Retailers have evolved from mere distributors to playing a much more important role as connector between brands and consumers. We consider them to be the real influencers in our industry. By shifting from the traditional system of pre-ordering to an agile and flexible business service, we are constantly improving the ways to become true partners.



### ***studio .ruig at the heart of a new fashion community***

*Producers, designers and retailers can find joy in their work and feel fulfilled knowing they are creating positive impact and are contributing to a more sustainable industry.*

*Consumers feel better understood and less under pressure to conform. They are free to express their own personality and to enjoy their clothes on a daily basis for many years to come.*

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### **about studio .ruig**

Established in 2009 by designers Klaartje Glashorster, Inge Hendriks and Sophie Soons, the Dutch fashion brand studio .ruig has become widely recognised for its timeless designs and high quality materials. studio .ruig developed into a pioneering brand with steady growth since its inception and is carried in more than 35 premium retailers worldwide.

In addition to a thriving wholesale business, studio .ruig maintains its own retail operations with an online store and a signature flagship store in Eindhoven, The Netherlands.

**For further information, photos or a press release in Dutch, please contact**  
info@studioruig.com - +31 (0) 40 845 19 56 - studioruig.com