

Hedoco SPRING 2014 Collection



The spring collection by Hedoco was inspired by Middle Ages. The proposition refers to the unknown aspects of medieval fashion offering a wealth of original cuts, far from the popular vision of the Middle Ages.

Medieval garments are, above all, very comfortable, thus we paid special attention to the comfort of wearing. Clothes emphasize the figure and are tailored, while also providing freedom of movements. We combined the original glamorous inspirations and construction solutions used in Middle Ages with contemporary fabrics and finishings, simultaneously aspiring to maintain the characteristics of Hedoco – geometric minimalism. This way, we modernized the old forms and created a brand new quality at the same time.

The final effect is achieved by using high quality materials: cotton, silk, wool and natural leather. Colours of the spring collection are toned down, but not banal. Dominated by whites, greys and grenades in conjunction with burgundy and shades of pink.

The collection is addressed to women who want to look elegant and uniquely, who value the comfort along with the quality of clothes and are able to perceive and appreciate the nuances of the cut.

Hedoco SPRING 2014 collection was created in collaboration with the lovers of historical reconstruction – Agata Jędrzejewska and Michał Kwasieboriski.

Hedoco is a brand created in 2011 and owned by Modern Arts Management. It comprises unique, high-quality products designed by young Polish artists and designers. The offer includes inventions based on open technologies, fashion collections and accessories, as well as industrial design items.

Additional information: [facebook.com/HEDOCO](https://www.facebook.com/HEDOCO) and www.hedoco.com