



EHTIROS
Collection 2017

EHTIROS

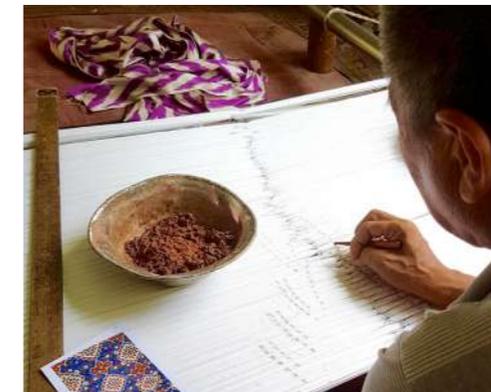
WWW.EHTIROS.COM

EHTIROS means passion in Uzbek, and it is on this very great passion for textiles and traditional histories that this project settles down its roots. Apart from tickling curiosity about Central Asia and its treasures, we aim to translate a little part of the ancient Silk Road multi-ethnic history into a joyful garment of elegance.

The complex and detailed patterns, along with the name of the brand and the ancient history behind its origins, convey a sense of majesty that is enhanced by the cut of the items. The infinite range of colours allows our costumers to match their look with their character and embrace a timeless piece through a unique textile experience.

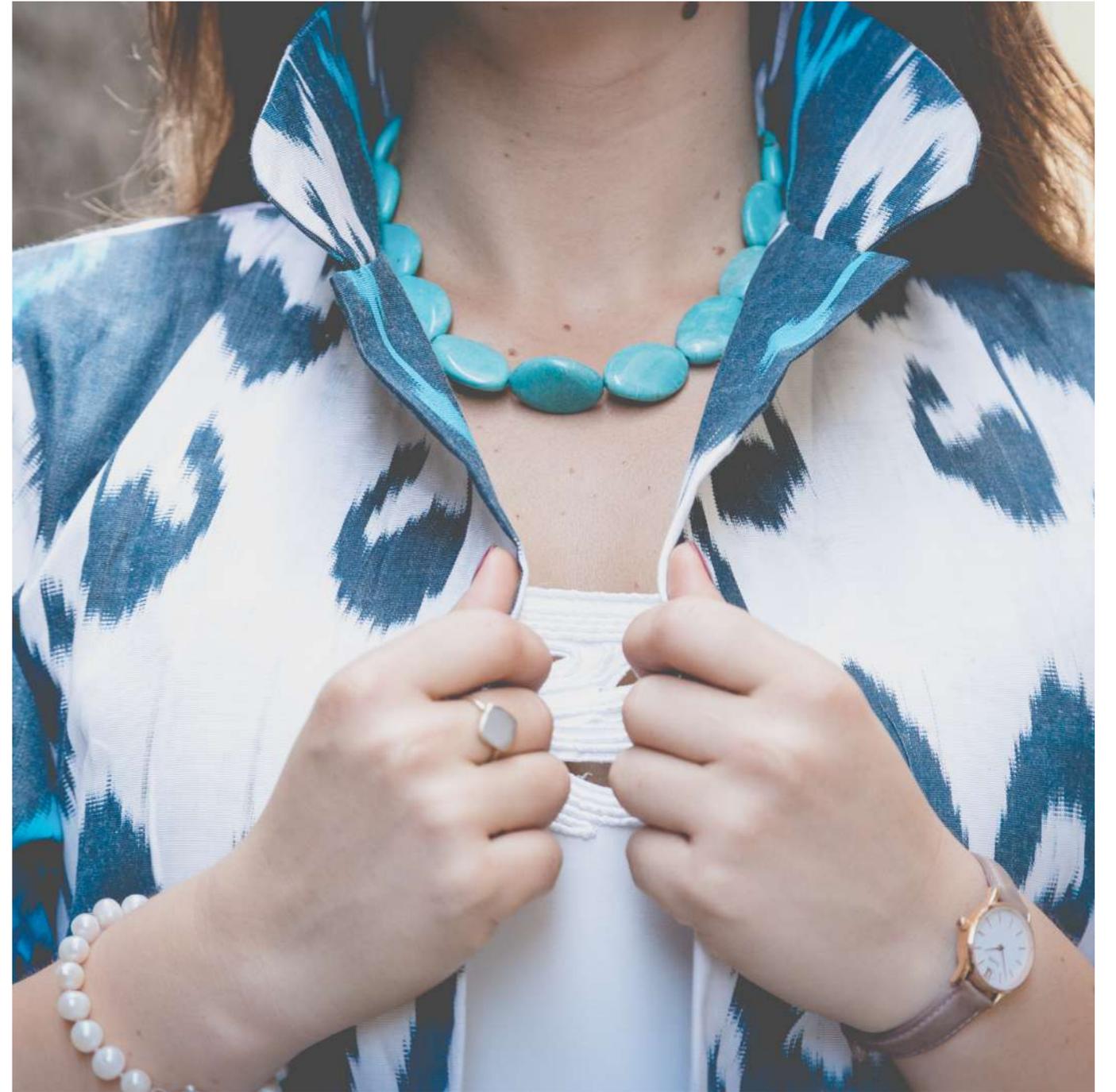
The gestures that characterise the daily life of all women are our source of inspiration. We capture the time that give a break to the intense rhythm of our routines and bring the feelings of ease and comfort. We believe in those special moments that fill our life with strong emotions and bright shades. We know that the simplest of outfits can turn elegant and chic: a white shirt, a pair of blue jeans and sneakers immediately become part of a refined look by adding an EHTIROS piece to it.

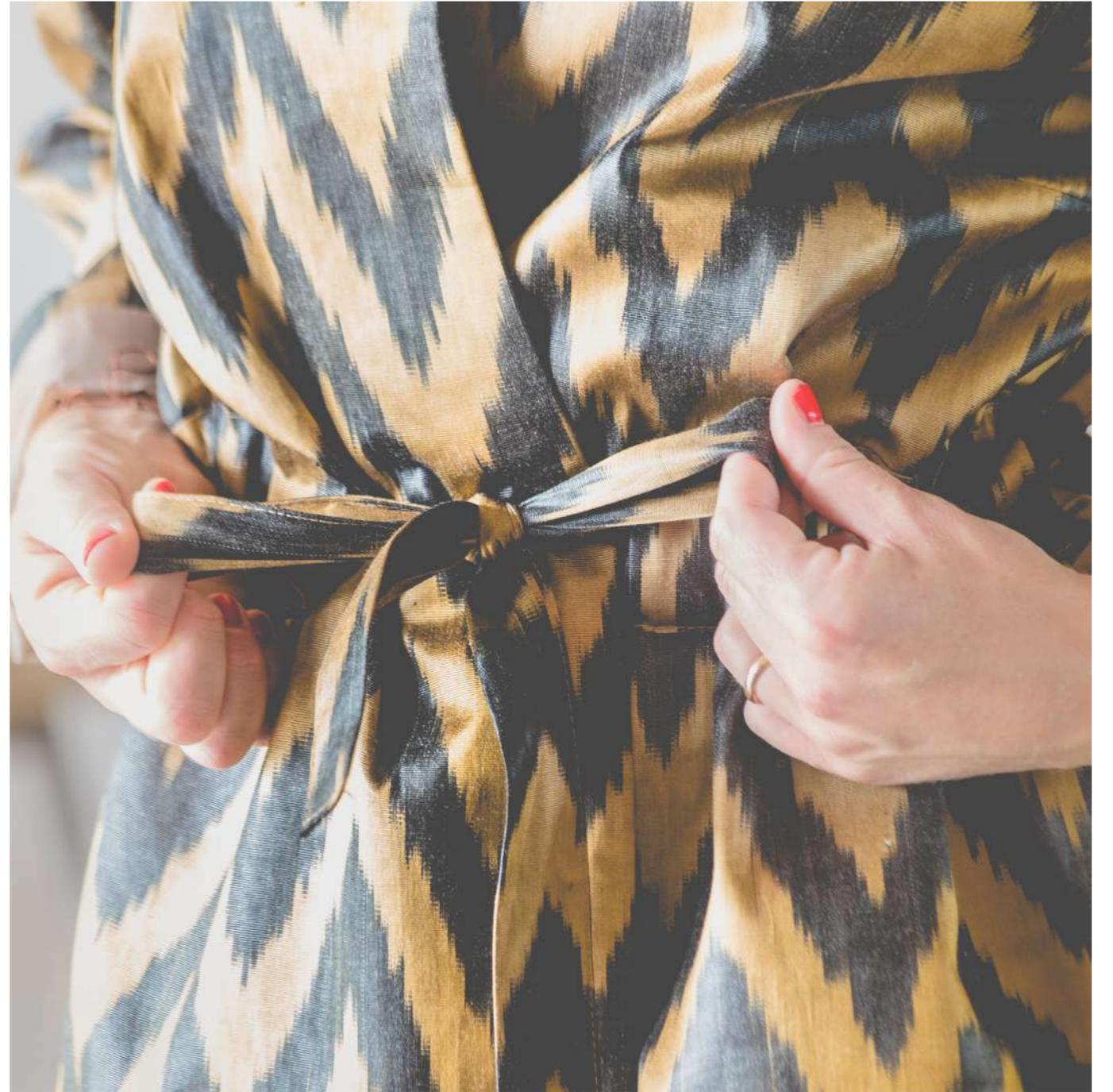
We engage to preserve the authentic know-how for the processing of raw materials and by the rules of fair trade we keep enriching the cultural exchange with Central Asia. All products are entirely hand-sewn on our directions to make each garment a unique piece.







































Adriana Crovetto
Brand Founder

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VikaV
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20123 Milano

GENEVA
Supplement d'âme
Rue de la Terrassière 11,
1207 Genève

ZURICH
Atelier Santer
Hotzestrasse 11
8006 Zurich

MONTECARLO
K11 Conceptstore
Avenue de la Costa 25
98000 Monaco

CANNES
Ogoni
Rue Macé 6
06400 Cannes

LUGANO
AIMO ROOM
Via Nassa 66
6900 Lugano

A special thanks to all the people that sustained EHTIROS in particular

Luca Santaniello - Graphic Designer
Oleg Magni- Photographer

Roxana Naderi - Model
Francesca Felder - Model
Kristina Delnevo- Model

Bar la Strada, Str. di Gandria 2, 6976 Castagnola - Location



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