

# EHTIROS

Spring Summer 2018





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

Founded by Adriana Crovetto in Switzerland, EHTIROS is a very young brand that transforms traditional fabrics into an upscale clothing line, maintaining the authentic know-how for the processing of raw materials and enriching the cultural exchange with Central Asia by the rules of fair trade. All products are entirely hand-sewn on EHTIROS directions to make each garment a unique piece

Outwear is the brand flagship product but lately EHTIROS has developed a total look Spring/Summer 2018 Collection in collaboration with three Italian fashion design students: Sofia Provera and her assistants Giorgia Capone and Lucrezia Condello. Everything is to be based on the firm's signature, meaning the colorful and particular tissues.

With this collection EHTIROS aims to celebrate those women that are willing to fill their life with strong emotions and bright shades, as well as those ones that are not afraid to stand out and love to choose what they wear. The complex and detailed patterns, along with the infinite range of colors allows our costumers to match their look with their character and embrace a timeless piece through a unique textile experience.

*Adriana Crovetto*



































































A special thanks to all the people that sustained  
EHTIROS

in particular

Sofia Provera-Designer and Chief Editor  
Giorgia Capone- Designer and Photographer  
Lucrezia Condello-Designer and Make up artist  
Luca Santaniello-Graphic Designer  
Alice Bongiovanni-Marketing Developer

Politecnico di Milano - Location

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Supplement d'âme  
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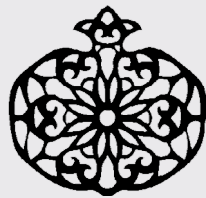
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