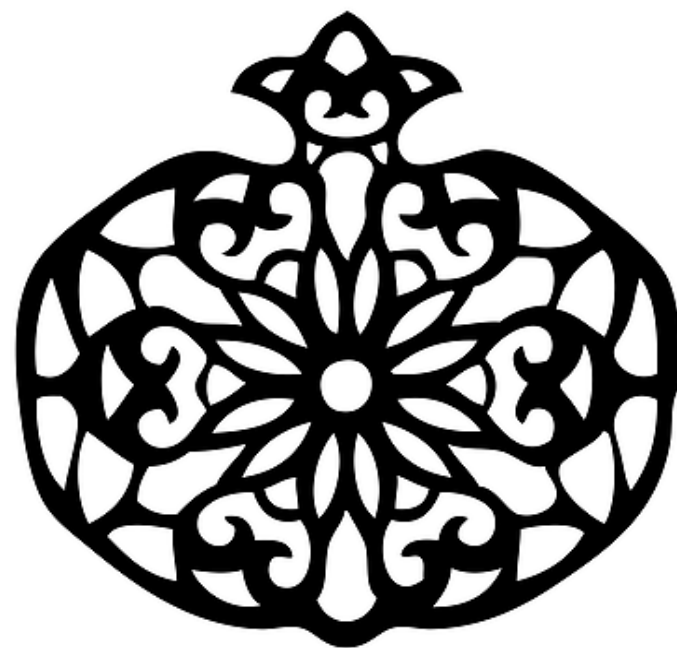


ENTIROS



A joyful garment of elegance

Spring Summer 2018
Total Look Collection

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.

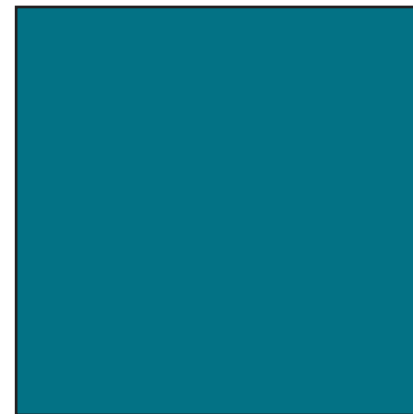
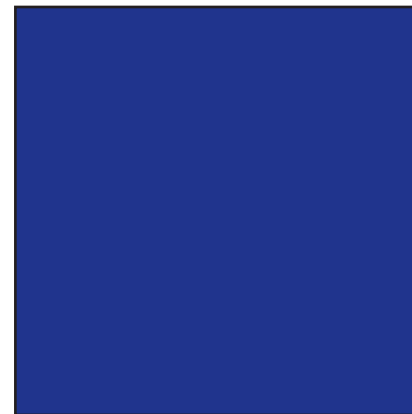
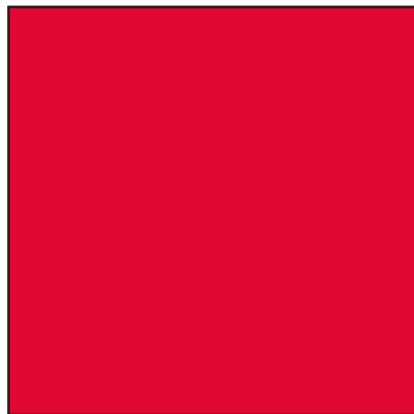
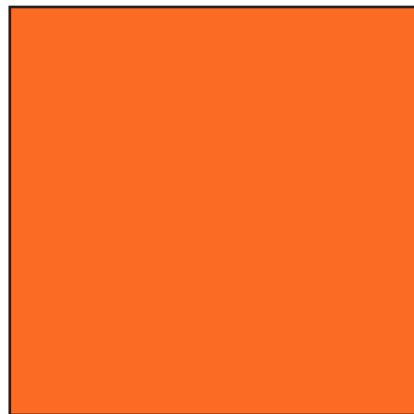
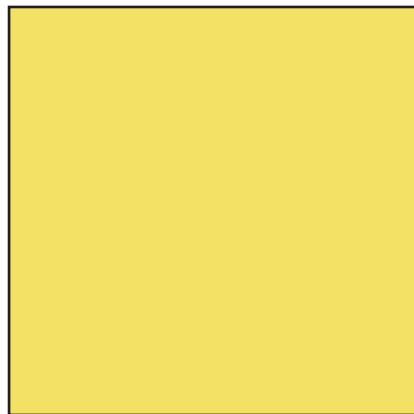
Founded by Adriana Crovetto in Switzerland, EHTIROS is a very young brand that transforms traditional fabrics into an upscale clothing line, maintaining the authentic know-how for the processing of raw materials and enriching the cultural exchange with Central Asia by the rules of fair trade. All products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

Strong of its rapid success, the brand is now retailed in some of the most exclusive cities around Europe where it showcases the ready-to-wear outerwear collection that uses traditional materials such as silk, wool and cotton, and three different manufacturing techniques, namely Ikat, Embroidery, and Patching. The complex and detailed patterns, along with the name of the brand convey a sense of majesty that is enhanced by the cut of the items. 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.

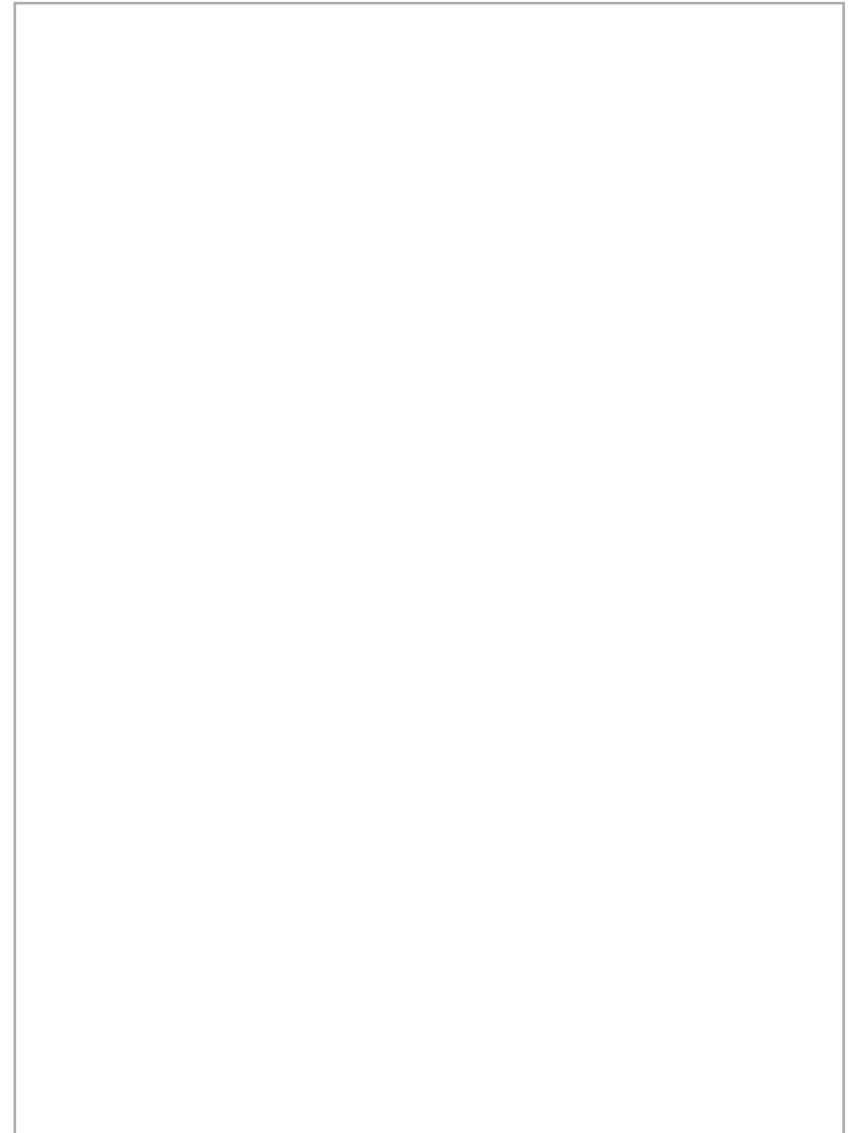
Outerwear is the brand flagship product but lately EHTIROS has developed a new total look Spring/Summer 2018 Collection in collaboration with three Italian fashion design students: Sofia Provera and her assistants Giorgia Capone and Lucrezia Condello. Everything is to be based on the firm's signature: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

Brand Founder
Adriana Crovetto

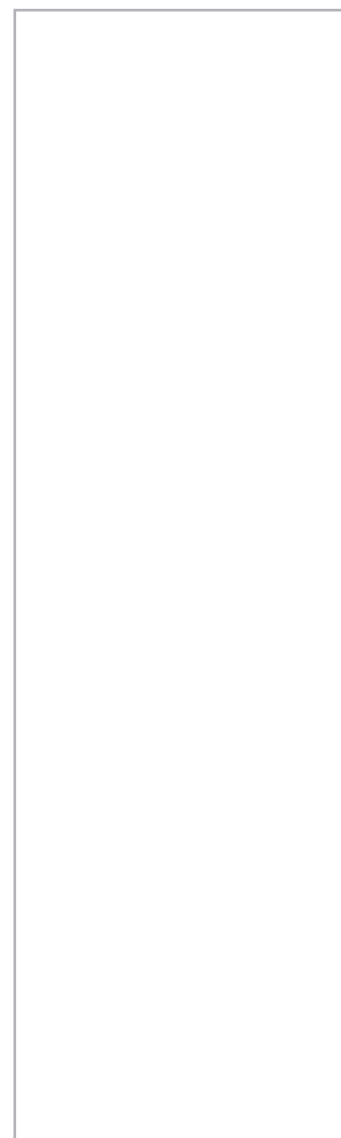


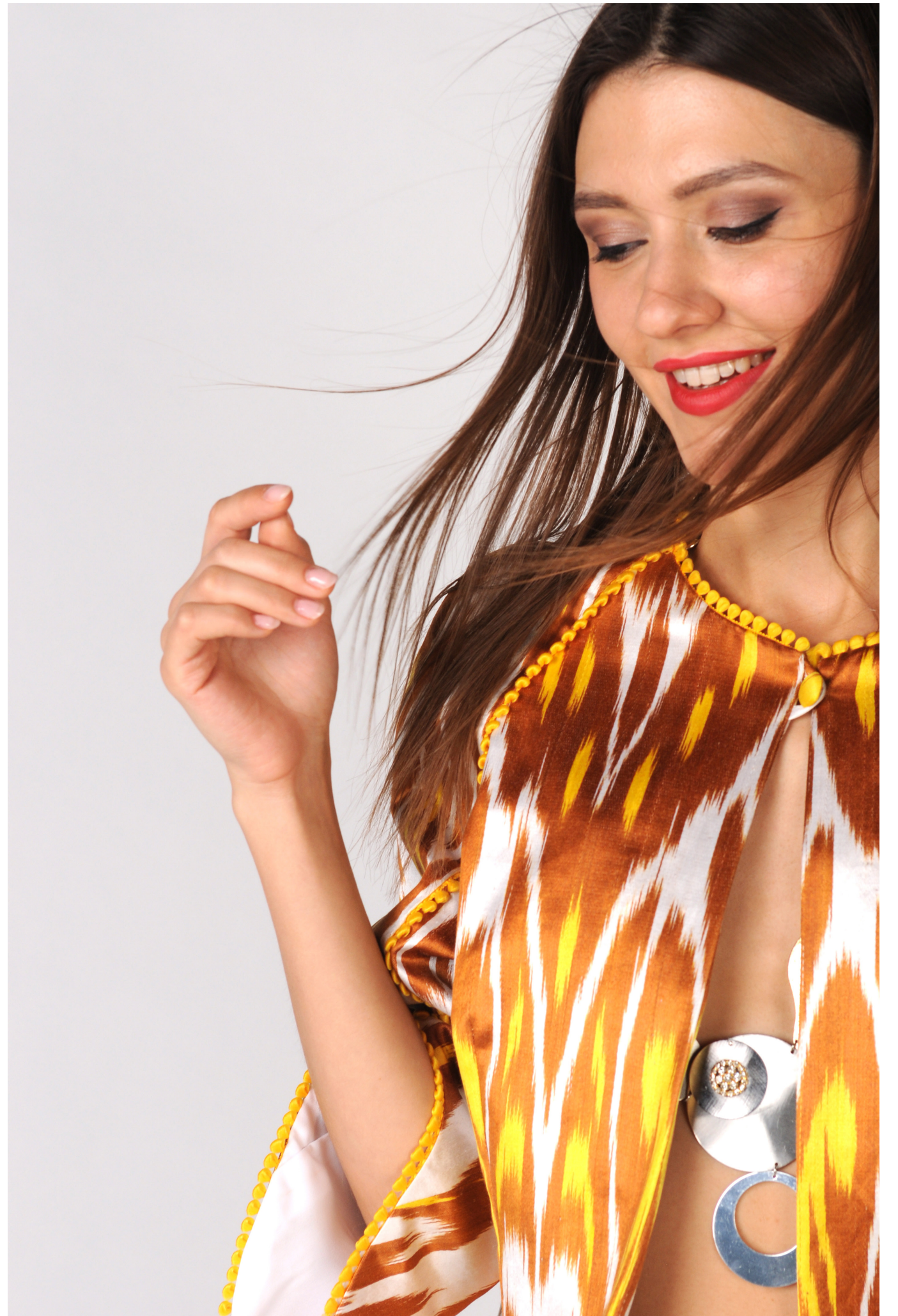


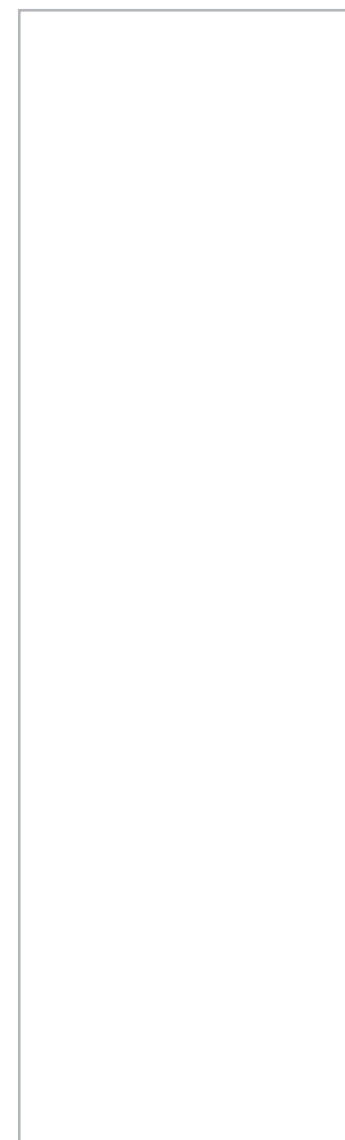
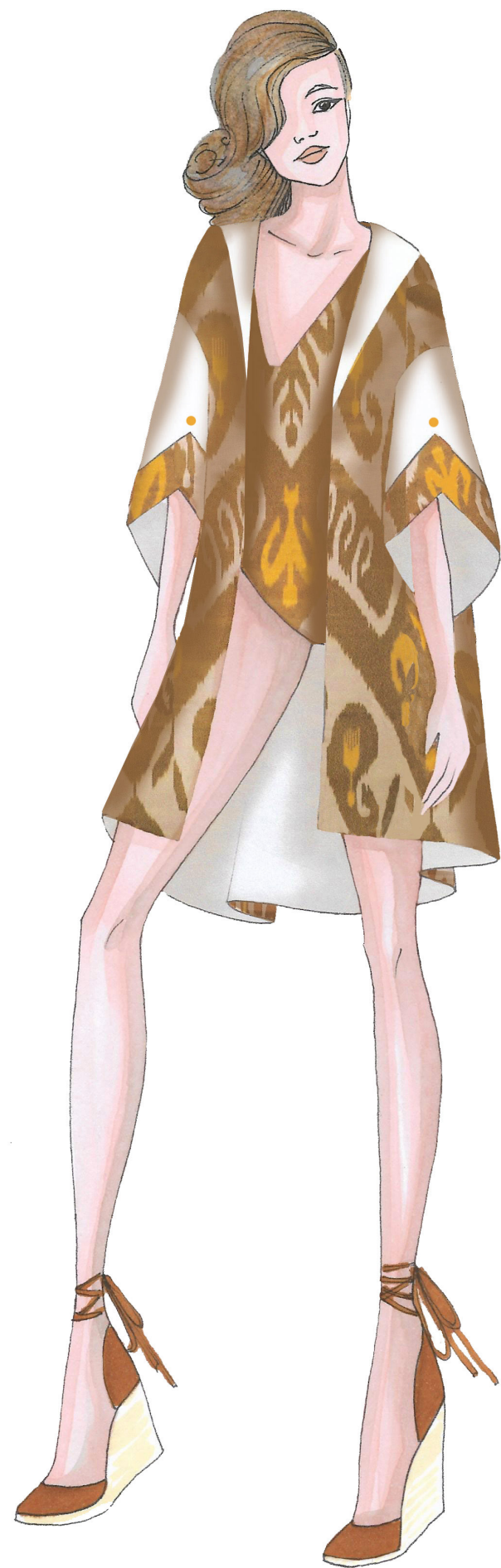




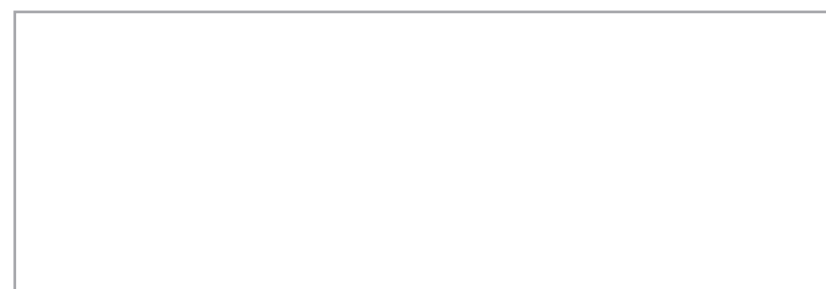
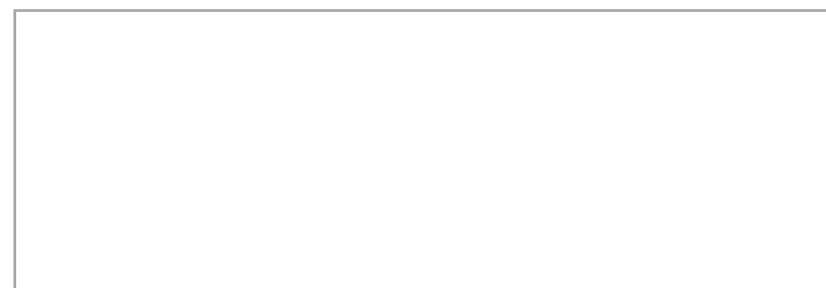
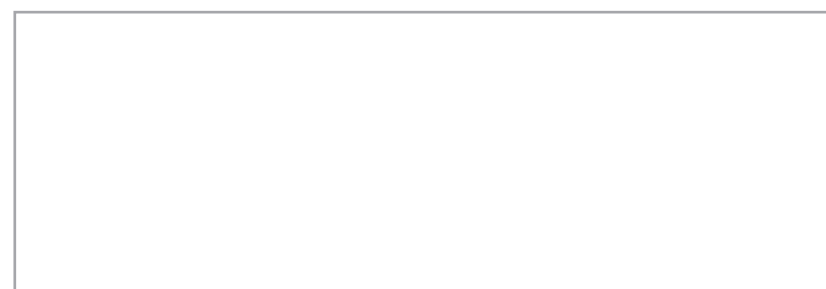




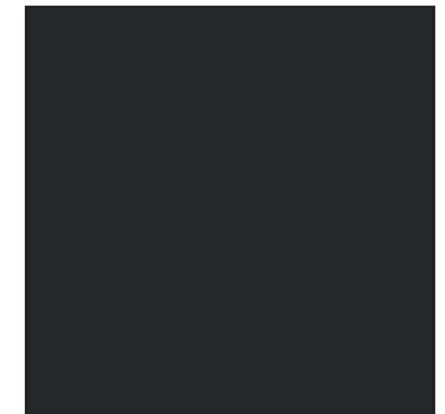
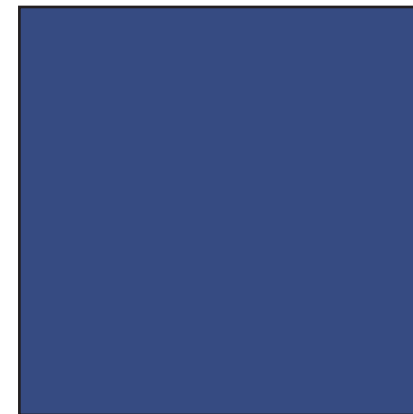
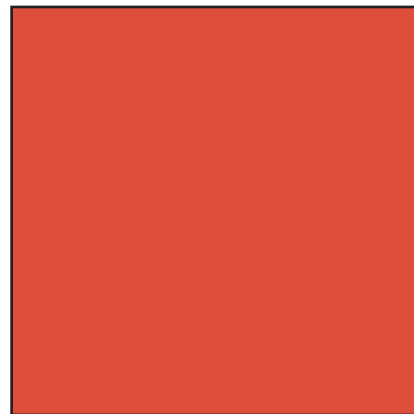
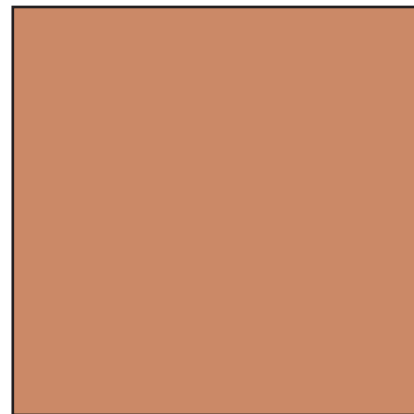
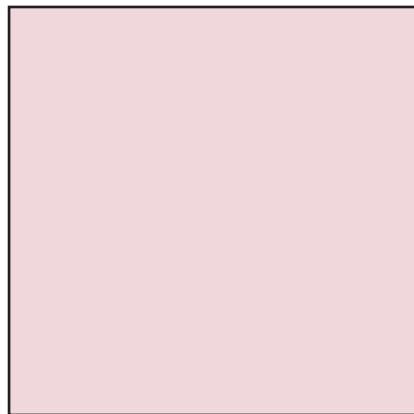




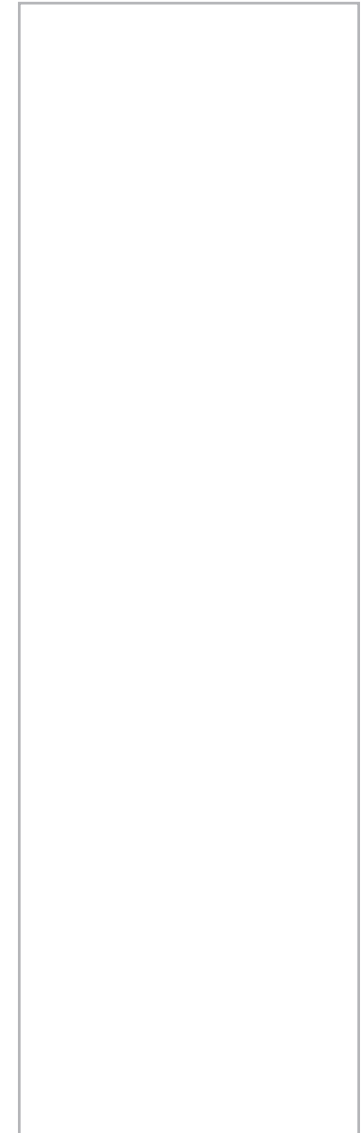




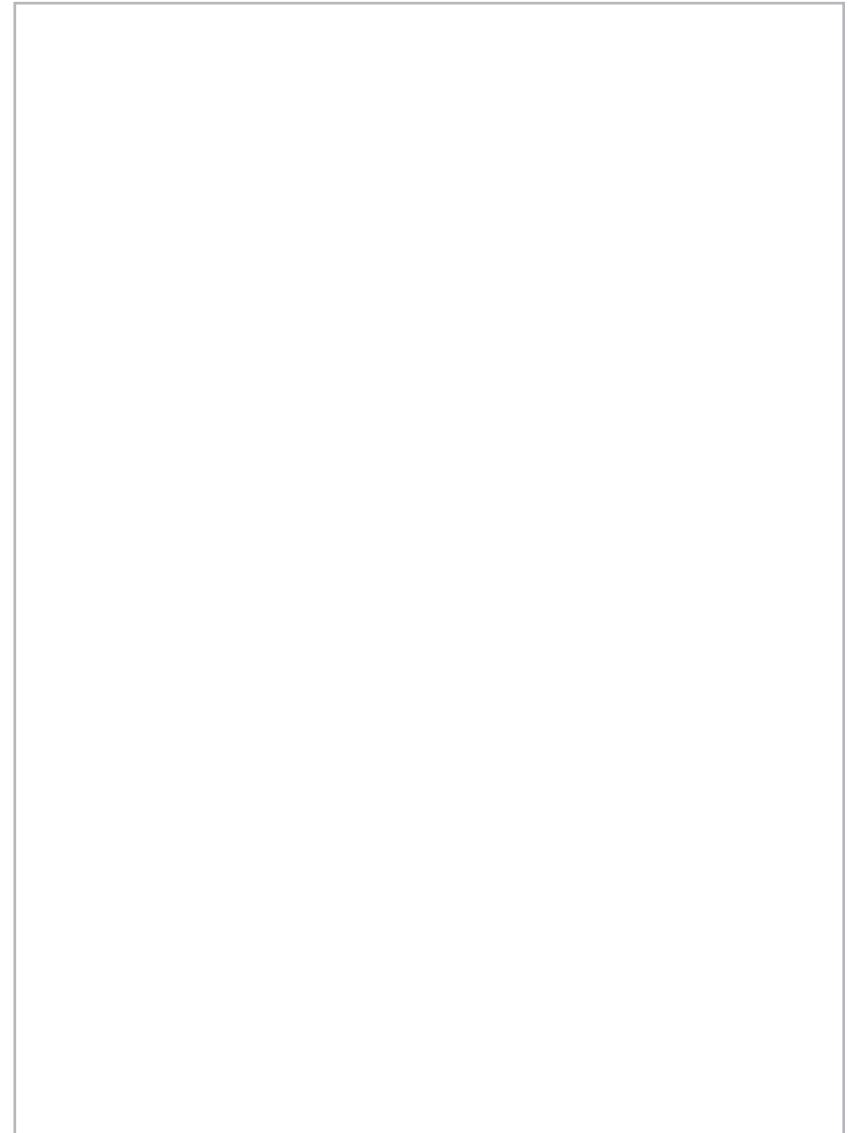
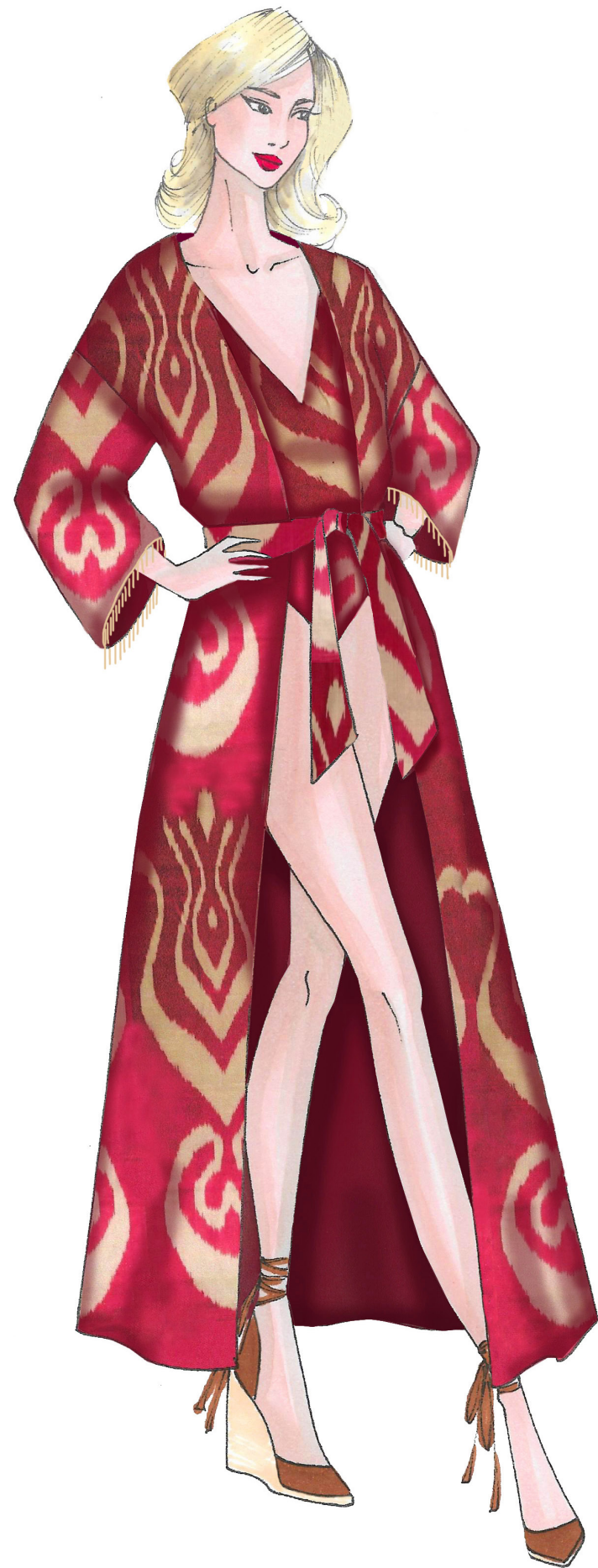




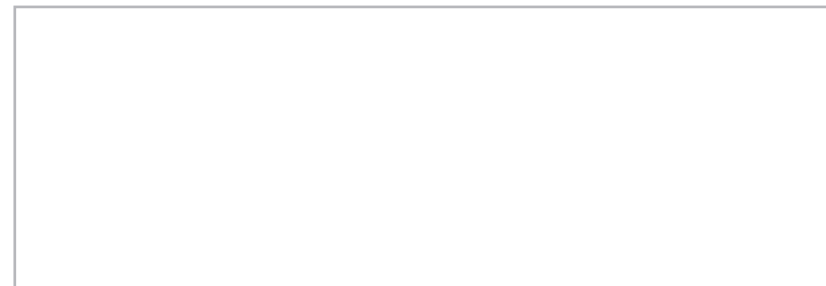
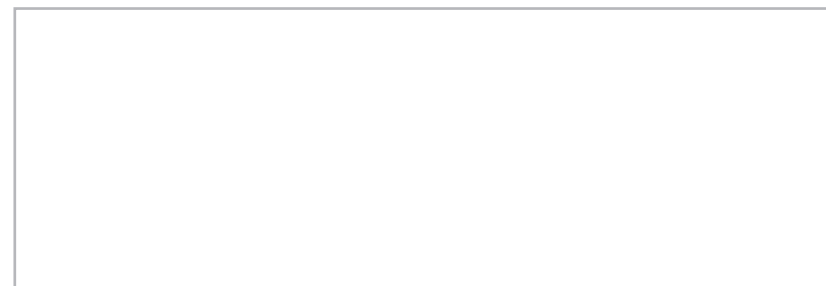
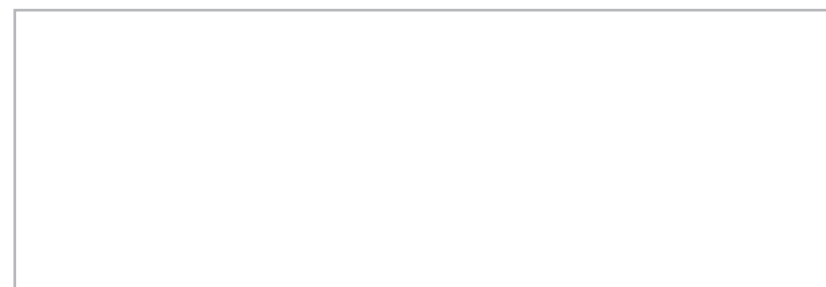




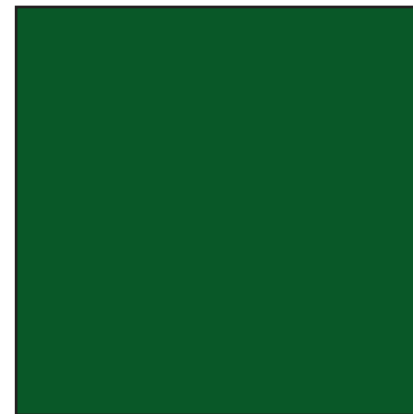
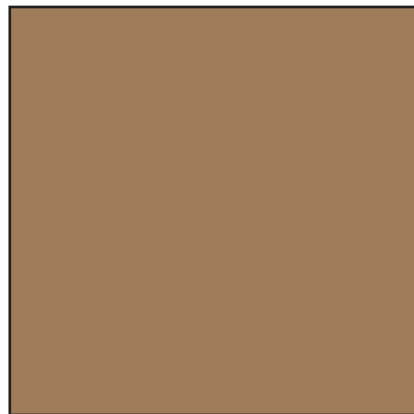
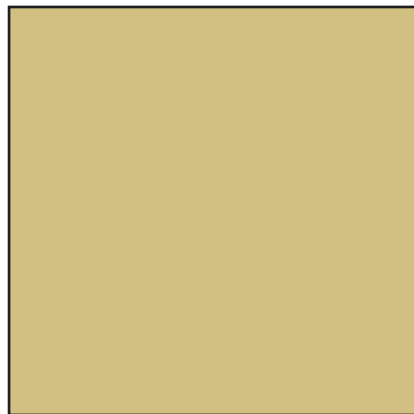
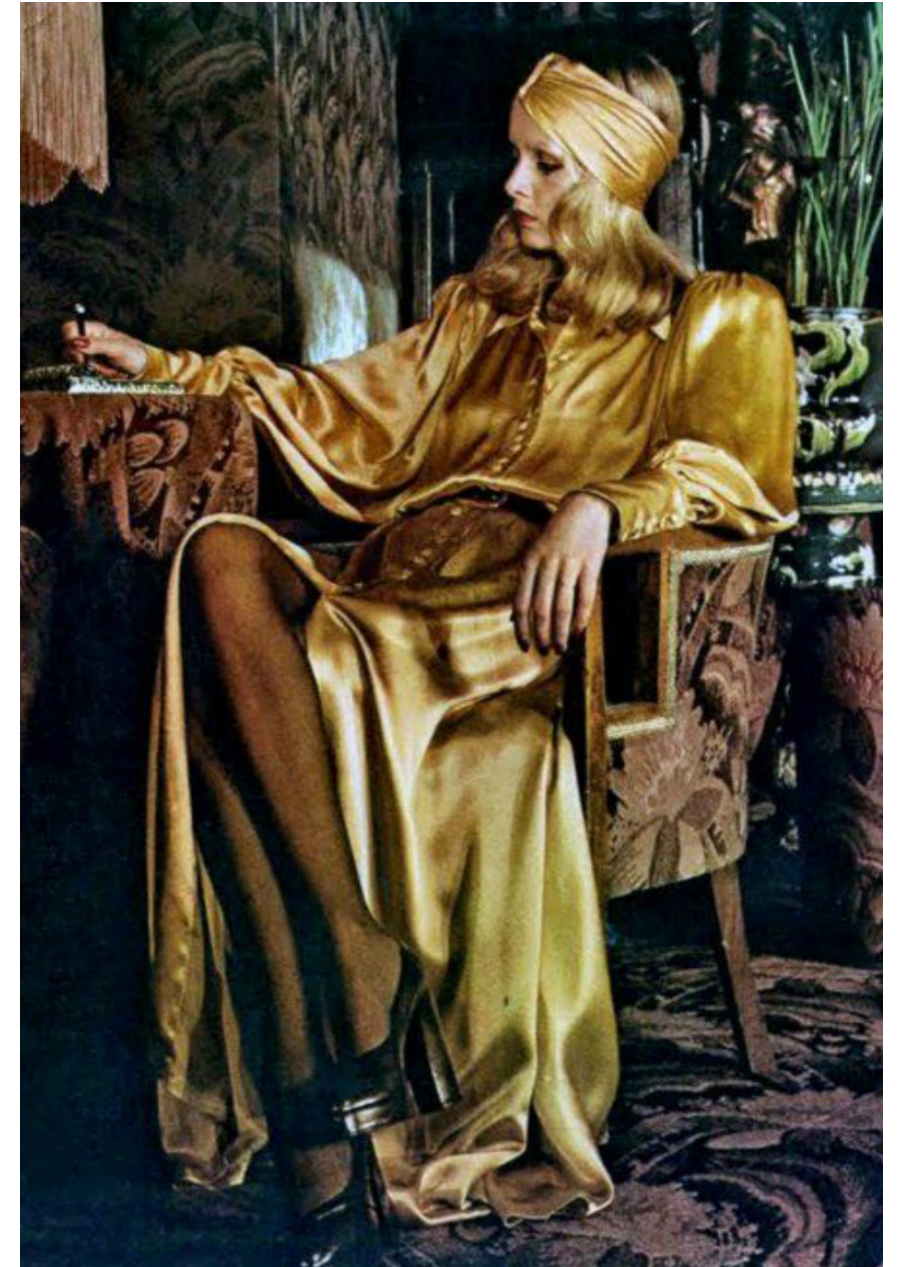




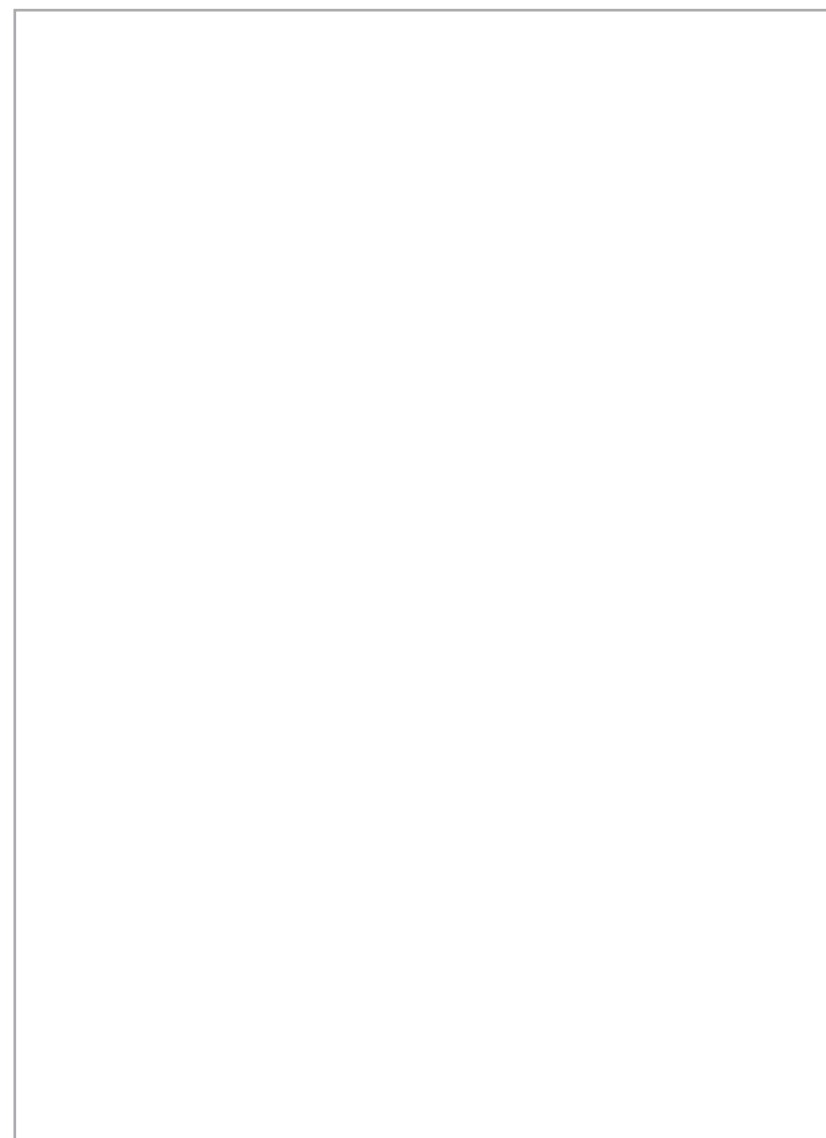




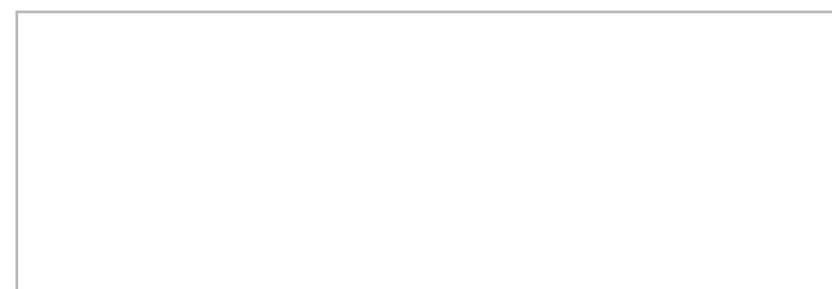
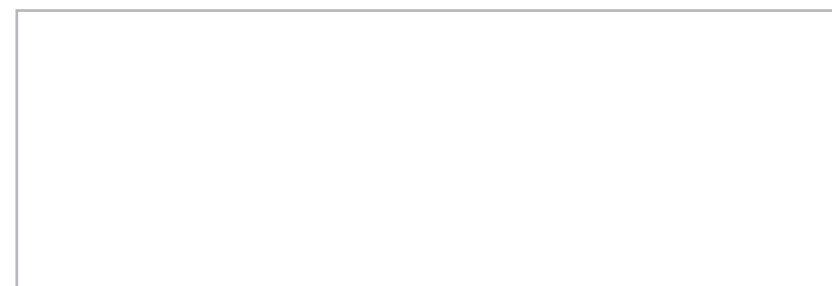
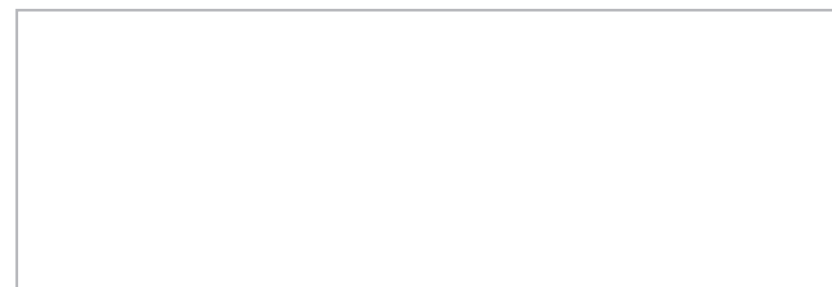




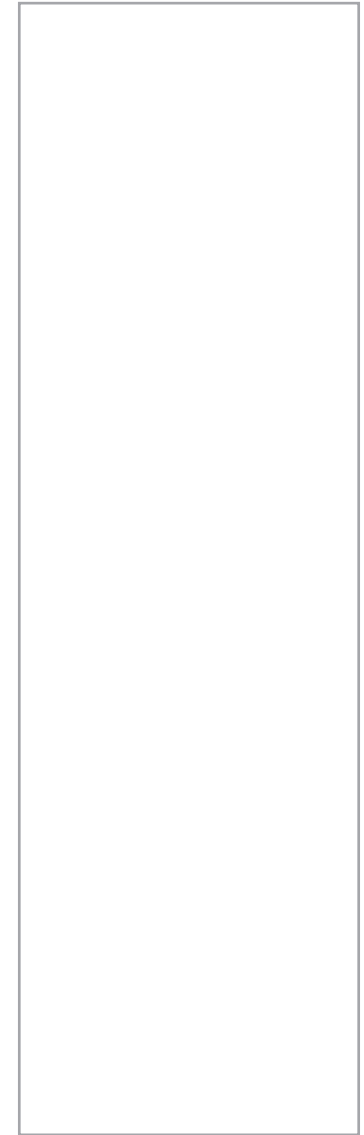




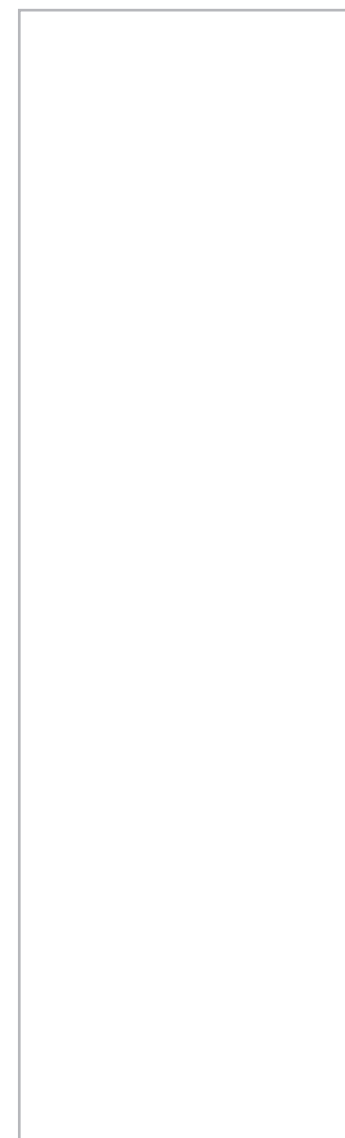
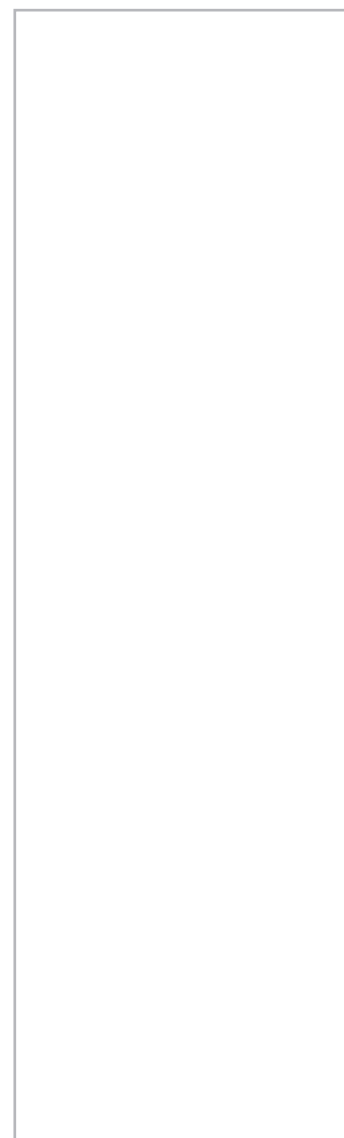




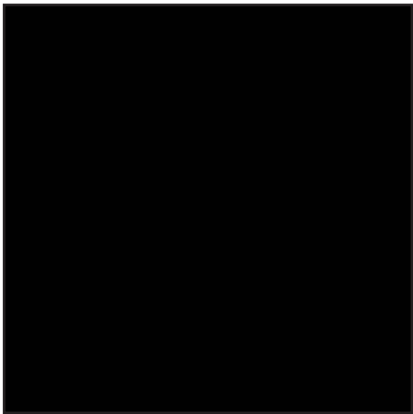
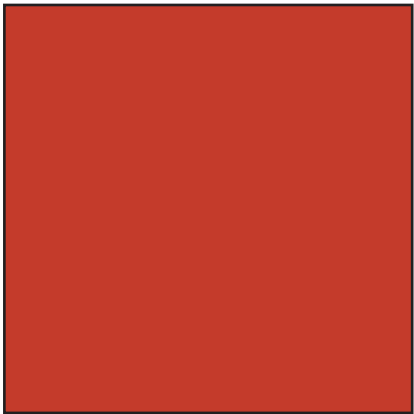
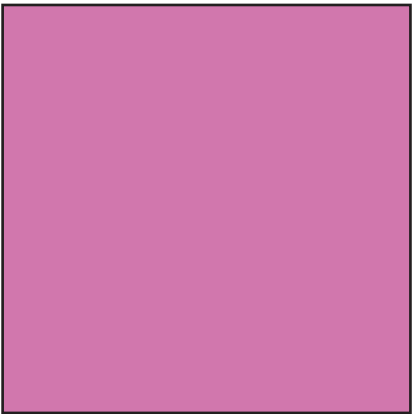
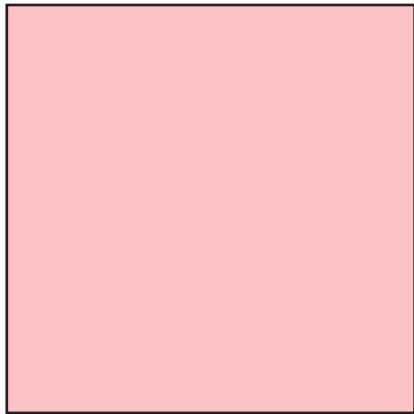
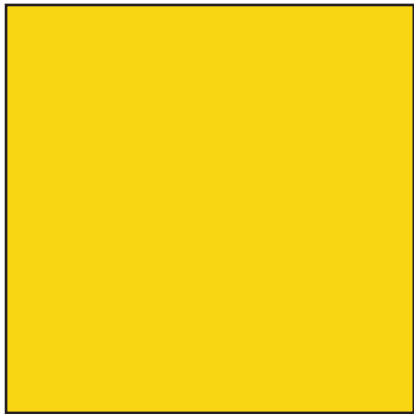
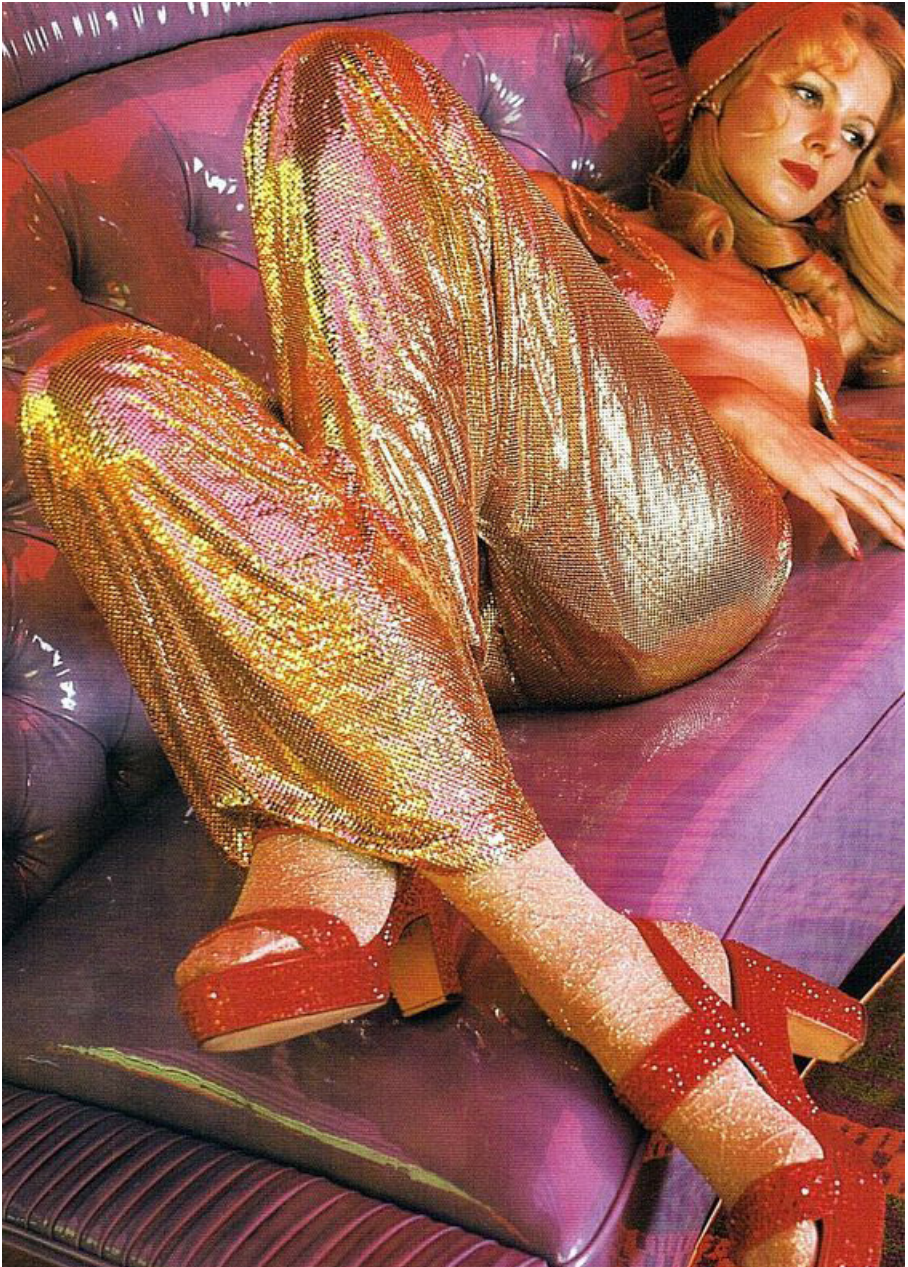








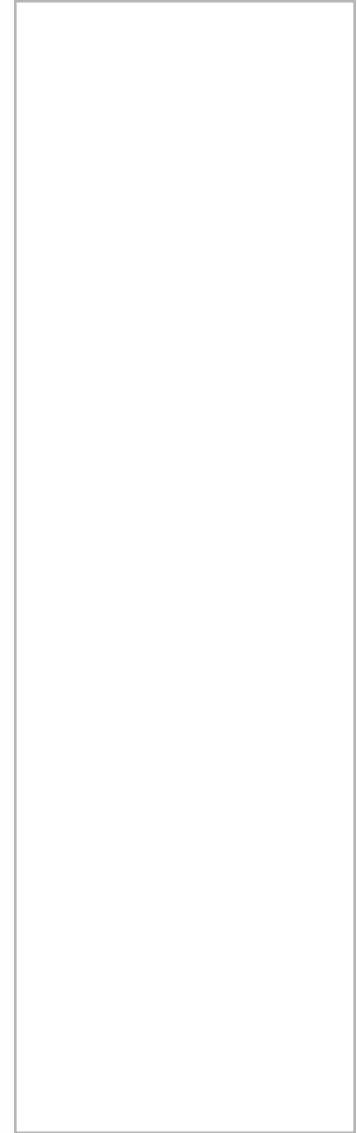




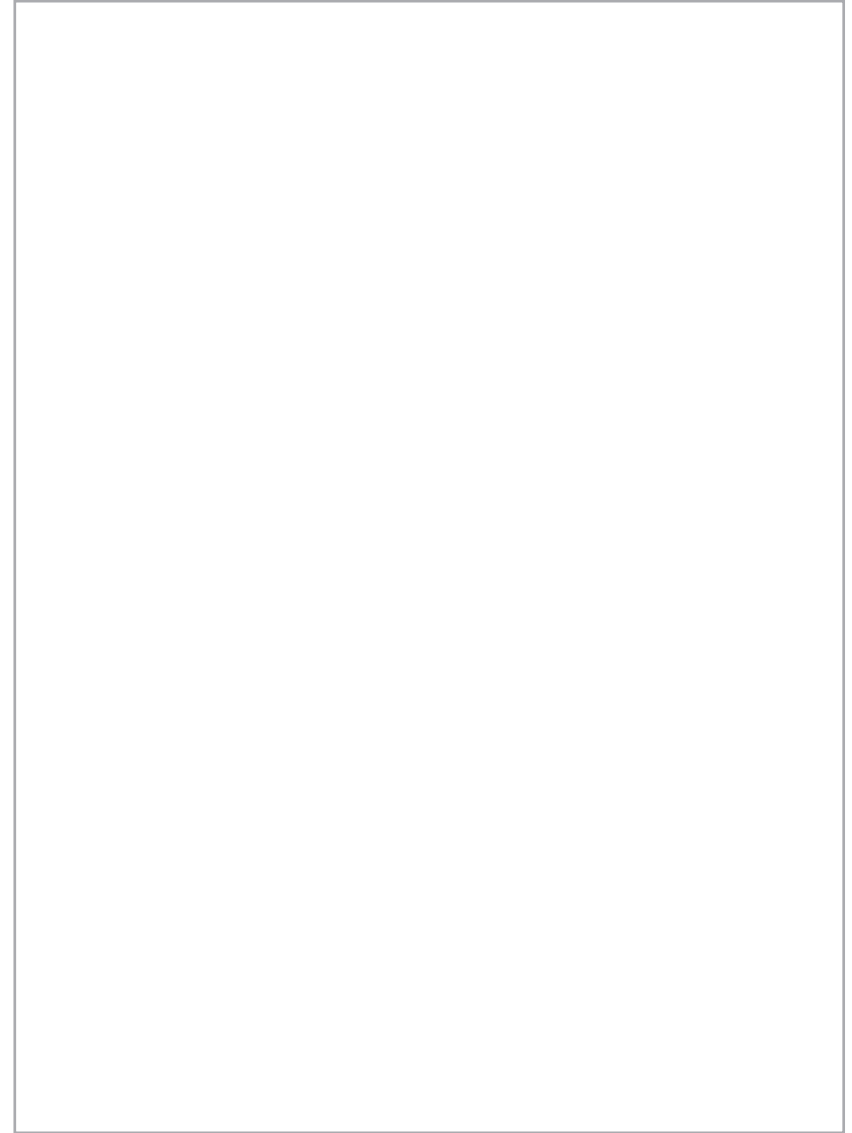




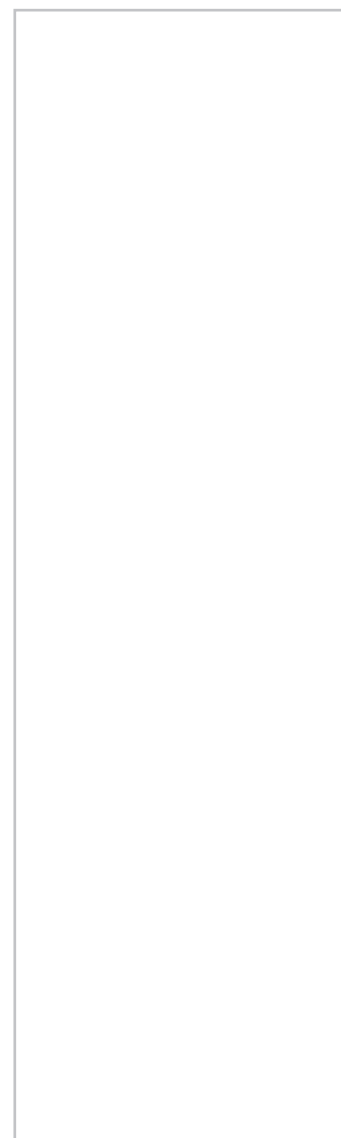














A special thanks to all the people that sustained EHTIROS in particular:

Sofia Provera - Couture line Art Director

Giorgia Capone - Designer and Photographer

Lucrezia Condello - Designer and Make up artist

Luca Santaniello - Graphic Designer

Alice Bongiovanni - Marketing Developer

