

## **FOR IMMEDIATE RELEASE**

INTRODUCING KEEM, a new Irish eco-luxury fashion brand, designing wearable collections of classic contemporary separates and outerwear to combine as you like, regardless of season, trend... or gender traditions.

Inspired by Keem Bay, Achill Island on the edge of the Atlantic Ocean – awesome seascapes and emotional landscapes – a sensory reminder is created in natural fibres, certified organic cotton and 100% faux fur ethical luxury.

KEEM evokes rural states of mind – meandering freedom, human discovery and universal perspective – for urban living and reflection.

KEEM's debut capsule collection of separates and outerwear will be available for AW16 at [MADE], Powerscourt Townhouse and Om Diva, Dublin 2, Ireland as well as online with Not Just A Label and Wolf & Badger from September 2016.

### **ABOUT THE DESIGNER**

Denise Thomas grew up by the estuary in Malahide, County Dublin. She fell in love with Keem Bay on her first trip to Achill. The dramatic land- and seascapes and the feelings that they evoke have remained her constant inspiration.

She has a background in graphics and photography with over 10 years experience working for studios in Ireland, New York and Berlin. She studied part-time at Grafton Academy before studying full-time at Sallynoggin CFE. She has also enjoyed short courses at Central Saint Martins and Louis Copeland National Tailoring Academy.

Her début capsule collection is based around her own textile design, inspired by the dry stone walls of the west of Ireland. Her future collections will build on these first pieces to form a luxurious and lasting wardrobe, with 100% Ahimsa 'Peace' mulberry silk featuring for SS17.

### **FABRICS**

All fabrics are premium, all natural fibre textiles (with the exception of the highest quality, animal friendly, silky smooth faux fur).

Main fabric is a wool, silk and cotton blend with exclusive KEEM designed jacquard based on the Dry Stone Walls of the West of Ireland... a rural inspired twist on camouflage. (Woven by DASH+MILLER & Stephen Walters & Sons Mill, Bristol, UK)

Premium, softest batiste 100% GOTS organic Aegean cotton has been sourced from Fair Trade Turkish Farms.

All lining is Cupro, made from recycled cotton factory remnants.

(Please see next page for product images and prices)



## PRICES

Shirt (pictured) €237

Blazer (pictured) €344

Twist Trouser (pictured) €320

Drawstring Trouser €350

Bomber €540

Coat €790

Please see [www.keem.ie](http://www.keem.ie) for more product images and details.