



studio JUX = design + eco + fair

Amsterdam - 2009 - Studio JUX now introduces a men's collection, next to the women's clothing and accessories for spring summer 2010. JUX was inspired by the creative class: people who work in design, education, arts, music and entertainment. They create new ideas and new technology while leading a busy, multidimensional life. They have a positive influence on society, according to social scientist and economist Richard Florida (2002).

The collection is made of natural products only. Experience the feeling of silk and cashmere combined with the ease of organic cotton and bamboo. The fabrics are used in different blends, jerseys and knits.

Both men and women collections contain clothing and accessories for every day, for every occasion. The pieces offer a blend of design and comfort with diamond shapes, blocks and loose silhouettes. Light and bright colours as cream, transparent pink and coral are combined with different tones of grey and blue. The yellow details add a little spark to the pieces.

Studio JUX is a Dutch brand, based in Amsterdam. JUX highly values and strongly supports good working conditions. The pieces are made by Nepali tailors in fair conditions from natural and local products. Nepal is one of the poorest countries in the world. Imagine what a difference you make by bringing employment to its capital Kathmandu. The fashion designer, Jitske Lundgren, lives in Nepal to coordinate the processes and to maintain fair trade standards.

Would you like to get in touch with JUX?
Feel free to contact us!

Management, sales and press Europe
Carlien Helmink
carlien@studiojux.com

Fashion designer, founder
Jitske Lundgren
jitske@studiojux.com

