



H I E N L E

MATCH POINT

Spring/Summer 2016

Inspired by the functional, yet at the same time very smart, tennis clothing of the 1960s and '70s as well as California of this era, HIEN LE presents a strong graphic Spring/Summer 2016 Collection.

In his designs, Le offers an assured sense of style and colour palette, incorporating different folds and pleats, as well as reducing cuts by leaving out selected seams.

Le introduces another self-developed print for Spring/Summer 2016, inspired by two crossed tennis rackets, which were minimized and arranged in a repeating pattern and only recognizable as rackets on closer inspection.

The textures of the materials used – such as silk, fine summer wool, Swiss cotton, and, for the first time, coated linen – make the high-quality finishing and craftsmanship apparent and distinctive.

Hien Le will launch his first scent, developed in cooperation with one of the world's leading perfumers, Mark Buxton. Buxton, who has developed some of the leading scents for Comme des Garçons among others, describes the HIEN LE perfume as fresh and green but also woody and dry.

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