

Beat: Lifestyle

## **FAMOUS FRENCH DESIGNER AGNES B. SPRING - SUMMER 2016 COLLECTION**

### **PARIS FASHION WEEK AT PALAIS DE TOKYO**

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**USPA NEWS** - The Fashion Week in Paris (woman) was held from September 29 to October 7, 2015. The famous designer Agnès B. chose the mythical location of Palais de Tokyo (Yoyo) to show to the audience her new collection Ready-To-Wear Spring - Summer 2016...

The Fashion Week in Paris (woman) was held from Sept. 29 to Oct. 7, 2015. The famous designer Agnès B. chose the mythical location of Palais de Tokyo to show the audience her new collection Spring - Summer 2016.

Agnès B. is a French fashion designer, known for her self-named brand (fashion & film interests). "I want to make clothes that can be kept for a lifetime"

Agnès B. has since the beginning, been creating timeless pieces for every collection, defining her own vocabulary while mixing classic fashion codes with streetwear style. Snap cardigans, full-piece jumpers, petticoats, striped t-shirts, perfecto, strapless dresses, mini skirts, leather pants, cotton leggings..all unforgettable pieces adaptable to any & all styles of the moment

Agnès B. says she wants to set an example with her business and social responsibility: 'To me, there is a consistency between the fact that the clothes are made here and what I am, what I do, what I love to do.'

Agnès B. brings her support to several associations and organisations with a social, environmental or humanitarian aim. She aims to help increase awareness of the causes she believes in; this is why she encourages individuals to get involved by purchasing "humanitarian" products in agnès b. shops. All profits from the sale of these humanitarian products are delivered by the Endowment Fund to organisations whose urgent work brings sustainable aid to at-risk populations.

The Agnès B. endowment fund was created in 2009 in order to organize and develop those actions, focusing on three main goals: culture, social & environmental issues.

Agnès B. is located in France, Germany, China, United Arab Emirates, USA, Hong Kong, Japan, Macao, Malaysia, The Netherlands.

Her lines include, Woman, Man, Children, accessories, Shoes, Bags, Home, Kiosk.

\* Agnès B.'s défilé was held on Tuesday October 6, 2015 at Palais de Tokyo (Yoyo)

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