



**Introducing
Atelier Parsmei**
*Where sustainability
meets High Fashion*

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SS20 Collection

Atelier Parsmei

'Every child should have the right to an education...'

This important principle is at the origin of Atelier Parsmei's premier collection.

The SS20 collection draws on the thought-provoking installations of contemporary artist Ai Wei Wei about the Sichuan earthquake in 2008 by way of referencing vintage Chinese school uniforms and their classic silhouettes.

The use of pleating produces structured texture, fitted bodice dresses contrast with fuller skirts to allow freedom of movement. For the boys - shorts with classic pleats and removable elasticated braces allow for uninterrupted play.

A colour palette of spring greens flirt with bubblegum pinks. Sky blues form clear backdrops to sunny yellows and juicy tangerine orange colour pops.



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Atelier Parsmei

Ethical and sustainable Swiss label Atelier Parsmei produce high fashion kidswear and womenswear. This thoughtful collection is respectful in its production and committed to benefiting others through purchase and wear - *fashion for education*.

"We have chosen to seek a better way to produce luxury and high design fashion with social commitment and sustainable principles. From our suppliers to our customers and everyone in-between our mission is to encourage everyone to think, act and choose positively whilst finding ideas to help us create less wastage and reduce our environmental impact."

Atelier Parsmei proudly supports the *Room to Read** Organisation and the *Kaveri Vanitha Sevashrama Orphanage*** with each purchase contributing to the Atelier Parsmei ethos.

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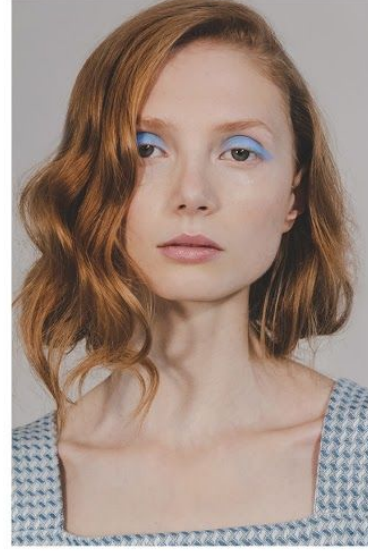
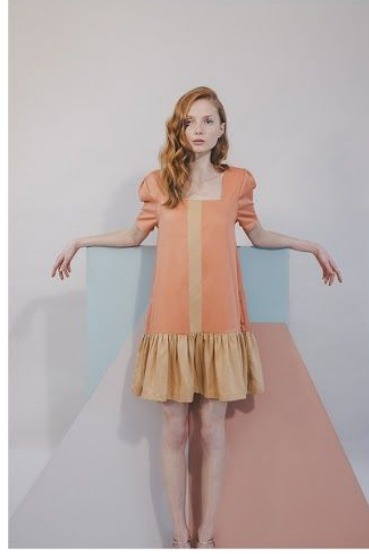
The Founder

Mauritius born Darshana Salvisberg founded Atelier Parsmei as an ethical, sustainable and socially conscious label. She studied Childrenswear design at Central Saint Martins, London and currently lives between Switzerland and Dubai.

Whilst raising her two inspiring girls Darshana experienced the invincible bond between a mother and child. This enlightening interconnection serves as the principal force for the label's philosophy and the basis of its collections.

Darshana strongly believes that both Mother and child 'Mommy & Me' can wear and enjoy luxury pieces that are respectful in their production and benefits future generations.

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For further information

Hi-res collection images can be downloaded here:

<https://drive.google.com/open?id=1TXB6PH5eluZ2jY1WPcsZNESkXBVD9dyr>

Website www.atelierparsmei.com

Instagram [@atelierparsmei](https://www.instagram.com/atelierparsmei)

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** The Room to Read organisation believes that World Change starts with educated children. They envision a world where every child can reach his or her full potential thanks to education and being an active participant in society. Room to Read transforms the lives of millions of children in low-income communities by focusing on literacy and gender equality in education. They work in collaboration with local communities, partner organizations and governments to develop literacy skills and a habit of reading among primary school children ensuring girls can complete secondary school with the skills necessary to negotiate key life decisions.*

*** Atelier Parsmei donates a book to the Kaveri Vanitha Sevashrama Orphanage with each purchase of the SS20 collection*