

FOR IMMEDIATE RELEASE

DESIREEKLEINSTORE
1709 N. Kenmore Ave.
Los Angeles, CA 90027
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Store Hours:
Wednesday - Sunday 12 - 5pm
and by appointment



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DESIREEKLEINSTORE OPENS IN LITTLE ARMENIA

Within the contours, seams and folds of her clothing, German designer Desiree Klein's use of material reveals itself through her subtle and uncanny interventions. Denim is inverted, cotton mimics fur and diffuse materials are stitched together in unexpectedly harmonious ways. After 9 years of honing her design in Berlin, Desiree Klein is now pleased to celebrate the opening of her curated boutique DESIREEKLEINSTORE in Los Angeles' Little Armenia on February 10, 2015.

Educated in product design in Holland, Desiree Klein branched out into clothing early on in her career to further pursue a dialogue on the principles of material, structure and utility. Her nine years in Berlin were spent observing the young and restless culture of the city, and inspired her to launch a label aimed at creating designs that paired a sense of elegance with Berlin's immediacy and vitality. Her use of materials is characterized by juxtapositions within single pieces, where a palette of various natural, synthetic and commercial fabrics form a geometric mosaic, linked by structure, surface and hue.

The launch of DESIREEKLEINSTORE furthers the aesthetic for the Desiree Klein label while also offering a space to celebrate the work of a carefully curated roster of Berlin-based designers. As a boutique as well as a concept studio, the space will be host to a variety of seasonal exhibitions of local and international designers not represented elsewhere in Los Angeles.

As part of her dedication to continual experimentation, DESIREEKLEINSTORE will showcase Klein's new works for men and women as they are created and made immediately available for purchase. The store, functioning also as production studio for Klein, will offer fittings and alterations on-site for Desiree's one-of-a-kind pieces as well as styling consultations courtesy of JFraiche, the consulting service of local stylist Jillian Cainghug.

DESIREEKLEINSTORE celebrates its official opening Tuesday, February 10, from 7 to 9PM with a presentation of work by the VK Lillie Jewelry.