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Cover photo:
IJdijk
Amsterdam
By: Maarten de Ru
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290 square meters letters

Letter number two. The 11th month is on our doorstep. The first number that cannot be represented by a human counting their ten fingers. If you have been on our mailing list you know by now that we are more an offline than an online company. But things are changing... we are creating monthly letters (this time for real) and we'll have a web boutique soon. Enjoy on- and see you offline.

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Swiss precision

The first QWSTION bags were produced in 2006. We immediately like them and started selling the first bag which was a backpack in our shop. After the first model many new models were created. The bags are inspired by the practical metal buckles, seatbelt straps and waterrepellent canvas on parachuting gear. All bags are made for everyday use with a separate laptop compartment and are bike friendly with the possibility to turn your office bag into a backpack. Full collection always in stock.



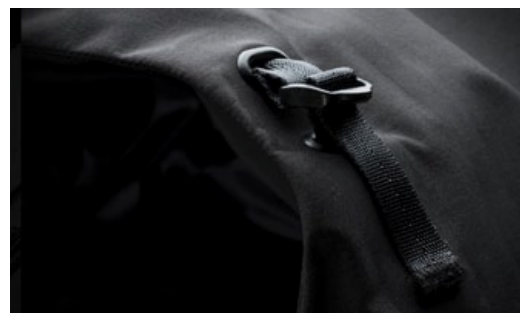
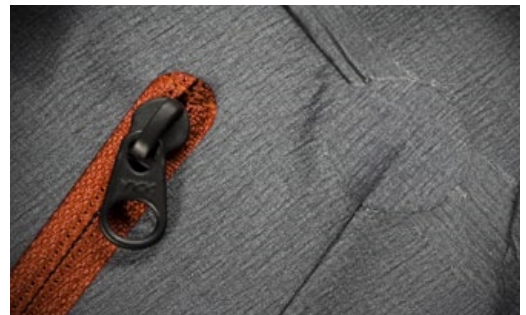
Svenska marknaden

Minimarket: a Swedish clothing label designed by sisters Sofie, Pernilla and Jennifer Elvestedt. Minimarket has been a women's wear label since 2006. Today, the line has extended from clothing only to include accessories with focus on shoes. This autumn, Minimarket is launching the diffusion line Mini for Many which we have in our assortment as well.





VEILANCE



Aesthetic style

Dedicated to progression, Arc'teryx Veilance's winter 2010 collection continues to expand and elevate the project's vision. Perfecting protection that doesn't compromise movement or a flawless fit, Veilance is the product of obsession - rethinking apparel and crafting it for the urban mobility required during a day-to-day existence.

Handmade in Canada.



Parma leather artisans

Since its beginning in 1966 Anderson's, creator of classic belts for men, has pursued a standard of high quality. Combining modern techniques with the experience and tradition of the "Parma leather artisans".

A tradition that prefers the evolution of taste to its revolution.

All Anderson belts are custom made for 290 square meters in Italy.





Child's play

As you all know by now our company philosophy is to only sell products that we like. Since our son Linus was born a lot of things changed.

My hunt for nice kids products was the biggest disappointment of the year so far.

That's why we started to sell baby and kids stuff WE like. In our kids corner you'll find hoes, toys, books, clothing and more. Of course all of this make perfect baby presents too...



Fundamental in form & function

After years as professional make-up artist, Katarina began to notice a gap in the products she used professionally and what was available to women in the non-professional marketplace. It is then that she had a pure and simple idea: Born in basics. To conjure a new, no-nonsense method of care for skin. Katarina began improvising the creation of fresh lotions and potions for her model friends based on this notion. After years of perfecting the balance of natural fruit, vegetable, flower extracts, vitamins and beneficial oils, Katarina has created Håkansson. Formulated of clean, naturally-based elements. Fundamental in form and function. Created purely + simply to bring the fresh unspoiled glow of great skin- even without make- up- to every kind of skin, every day.





A Lads life

The London Police started in 1998 when two English geezers headed to Amsterdam to rejuvenate the visually disappointing streets of our city. After being on the streets for a while the "LADS" found their way onto canvas.

This is one of the early painting made by Chaz. It's from the expo we had in 2002 at 90 square meters. All canvasses were sold out at the opening night. This piece is part of the private 290 square meters collection and is now for sale.

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- Oil on canvas
 - Made in Amsterdam
 - 35 cm x 25 cm
 - € 900,-
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Exclusive in Holland

The Winter collection of our friends from France arrived in the store.

*This collection is called **Uniforme**, a name's code and inspiration which perpetuates the Workwear positioning of Bleu de Paname.*

For this season, the brand draws its inspiration from the Professional Utility Uniforms.

The Professional Uniforms Utilities are required in certain occupations or activities, they are more than a dress code it's a real statement and it's often considered as workwear, according to occupational hazards or risks.

*In store: pants, shirts and jackets.
Tous produits: Fabriqu  en France.*





Clarks Desert Boot Ebony Vintage

First introduced in 1950, Clarks Originals are now international cult classics.

Championing authenticity, simplicity and comfort, they are the perfect combination of fashion and functionality; natural materials and handcrafted simplicity.

From our very first shoe, the Desert Boot, Clarks Originals continue to introduce one iconic style after the other. The 60s welcomed the Wallabee, the 70s discovered the Desert Trek, and the Lugger was introduced in the 1980s. Today's Originals Twist range continues to appeal to those with their own unique sense of style - updating and evolving our iconic designs.

Clarks Originals don't belong to any particular era - each generation rediscovers them and makes them their own.





Shadow festival, 21-26 November

A small film festival, which functions in the shadow of the bigger event – the Amsterdam international documentary film festival - IDFA. The Shadow Festival concentrates on unusual and creative documentaries with an original style. It often presents the work of the students of the film schools. There are open discussions with the film author after each screening. An interesting event, which promotes exchange of new ideas.

Venue:

2nd Floor of Escape @ Rembrandtsplein.

Tickets:

Normal ticket € 4,-

Reduced (students) € 3,-



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