



WATERDICHT AMSTERDAM

High quality waterproof rainwear

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Now that the fair skies have officially left our shores, marked by the dreaded autumnal changing of the clocks, we've been thrown once more to the wolves of the wintery season. But this year is different: WATERDICHT Amsterdam's 14/15 collection of stylish raincoats is our sartorial saviour.

Straincoats, the word couldn't be more apt: stylish raincoats. Designed in fashion-conscious Amsterdam and manufactured by a family-run company in Portugal, WATERDICHT Amsterdam have transformed the standard waterproof, a much needed wardrobe essential, into a stylish raincoat.

Four years ago, as they despaired at the paltry offerings of rain-repellent garments – “too sporty or just not even waterproof!” – creative entrepreneurs Mascha van Horik

and Judith Nelis decided they could do something about this sorry state of affairs. “It all began as we chatted one evening. We had the thought that ‘you are always fashionably dressed – except when it rains’, so we asked ourselves, why shouldn't your rainwear be as sophisticated as you are?” they explain.

Setting themselves the challenge of re-vamping the tried-and-tested raincoat, the pair knew instinctively where improvements could be made. “We started designing and discussing ideas to see how we could reach the ultimate balance between fashion and function. Our aim has always been to transform a raincoat from a necessary evil of daily life into a fashion statement.”

Self-confessed jacket fanatics, the pair have big plans for their elegant raincoats.

“At the moment we've got several models for females but we don't want the men to miss out on their chance to have a straincoat so the male version is on its way,” say the women assuredly. “Each straincoat can be recognised by its specific WATERDICHT details that we've added, such as the detachable hood, adjustable flap and distressed clasp buttons.”

Channeling the past century's most fashionable decades, the 1930s to the 1970s, the pair took inspiration from Parisian couture. With the stylish print WATERDICHT Amsterdam have chosen, their raincoats have taken on an entirely new dimension. “Understated chic is our signature style,” explains Van Horik from their office in Amsterdam, “and we represent the ultimate in comfort too. The unique fit that we've perfected over the past few years enables you

to move comfortably while you and your fashion ensemble are fully protected against the elements.” Typically Dutch, the pair never lost sight of the functionality necessary for the coats to perform, and this includes when you’re riding your bicycle.

Versatile and durable, the raincoats have been created from a high quality waterproof fabric. The seams, taped and sealed, ensure complete protection against the elements, making them not only truly waterproof (hence the name WATERDICHT) but breathable and wind resistant too. “We did do a lot of research to find the finest qualities, designs and suppliers to work with. This was, and still is, an exciting journey as we are constantly looking for the best balance between our creativity and the technical aspects.” Since they settled on keeping production within Europe, the pair have greatly benefitted: creating a strong relationship with the manufacturer; ensuring faster and more reliable delivery; and relying on the expertise of the Portuguese nation, known for its high quality tailoring. “Developing a collection and carefully expanding our brand is still a rollercoaster,” the pair reveal with a smile. “Each day we’re confronted with something unexpected and we have to keep a close eye on every-

thing while still being creative.” Given the recent predictions relating to Western Europe’s wetter winters to come, WATERDICHT Amsterdam’s high fashion take on rainwear couldn’t have come at a more appropriate time. Nelis agrees: “Climate change is resulting in more frequent, heavier and harder rain. So raincoats are definitely called for. Slowly but surely, raincoats are shaking off their bad reputation for being unstylish and sweaty.”

Living as we do, in countries characterised by grey skies and threatening rain clouds, their creations have proved that they serve their purpose well and while it is unlikely that we will ever be pining for a rain shower, at least we will look good if the skies do open. And when the jacket looks that good, no one will even be looking at the weather.

www.waterdicht.nl

The new 14/15 collection is now available in their webshop and at the Masters of LXRy Fair, RAI Amsterdam 11-14 December. (See page 82)



WATERDICHT Amsterdam’s straincoats definitely live up to their name, providing complete protection against the elements and looking good in the process.

WATERDICHT Amsterdam have developed a stunning collection for women and the men’s collection is on its way.