



WHO IS SU ?

(The launch)

SU, which means «*Water*» in Turkish, is born between Paris and Istanbul in 2011,
and is exclusively dedicated to **Luxury Resort Wear**,
blending **Parisian chic and Turkish Handcraft savoir-faire**.

We take pride in working with the **finest natural materials**,
and respecting **traditional techniques** by bringing hand-crafted expertise into every step of the process.

Kaftans, dresses and cover-ups...

We focus on luxury fabrics and finishings, softness, lightness and sheerness, neutral tones,
for a **new vision of travel**.

SU Paris, the Relaxed elegance of Escapism.

THE FOUNDER

From painters, photographers to Haute-Couture tailors, Eva Klaass has grown up in an artistic family traveling around the world. Even though she was still in her first year of Graphic Arts studies in Paris, she was spotted by Advertising agencies, and at the age of 23, her career as Art Director was launched.

She became a very well known Fashion Creative Director working 12 years on brands such as Hermes, Chanel, Printemps, Galeries Lafayette,....

Then Creative Director/Vice-President and finally Executive Creative Director at WPP Group in Paris.

During a business trip in Dubai in 2007, she met her future husband, a Turkish Creative Director in Advertising.

She discovered a new culture, and felt in love with Istanbul and the Anatolian craftsmanship.

Few years later, she decided to leave her position for a new challenge, fitting with her love of travel and fashion, found the name of "SU" (*Water* in Turkish) in a flight back to Paris, then her 1st collection was launched for Summer 2012.

She is now living between Paris and Istanbul.





PR/INFLUENCE



A NO FRILLS RESORT WARDROBE

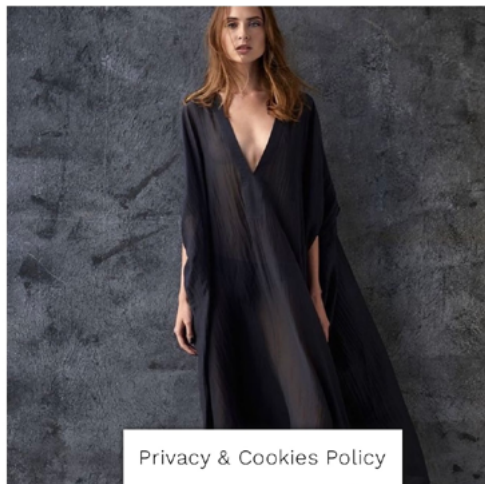
STYLE

Last summer, when my daughter and I were walking to dinner in Sag Harbor, we thought we were seeing the end of the floral-printed summer dress as we know it, because we might have been literally the only two NOT wearing one. Judging from the recent resort offerings, we're still deep into the florals and frills. I do love a pretty dress sometimes, but I'm not a fan of ultra-feminine, frothy clothes; I end feeling like I'm in a costume. And frankly, unless it's your signature (which for some women it is and it is perfect on them) wearing a print dress with large sleeves etc. just makes everyone look like everyone else these days. Because of the current trend, it leaves those of us who prefer a more tailored style of dressing fewer options when it comes to resort and summer dressing.

I would like to say I have a resort trip planned,

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I would like to say I have a resort trip planned, but I don't. That could change spur of the moment, so I want to feel prepared. Over the last couple of years, I have started to pull together a tight selection of pieces that I enjoy wearing when it's warm. This year, I want to add a couple items, replace one of two, I definitely need some new flat sandals, perhaps a tote. I'm also on the look out for a stand out piece—a long dress most likely, maybe even something a bit over-the-top, but I feel those pieces just happen by luck, not by a hunt. Here, a brief rundown of what has worked and what I'm looking at.

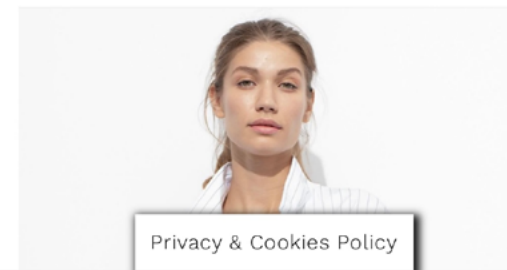


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Su Paris Caftan

Last summer, I bought a [Su Paris caftan](#) (top photo) for my trip to Mexico. They only sell through their site now (at least for the U.S.), it ships from Paris and they are not inexpensive, but I truly loved it and now want another (at least). Perhaps a more [sheer one](#) like above and/or a [cotton one](#) like below. They also make [this cotton dress](#) (ok they call it a shirt, but really) with clean lines that looks perfect. You need a slip dress under the sheer ones; I like the ones from [Organic John Patrick](#), they come in different colors and lengths and are also a good base layer to have on hand.



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MEN

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WOMEN

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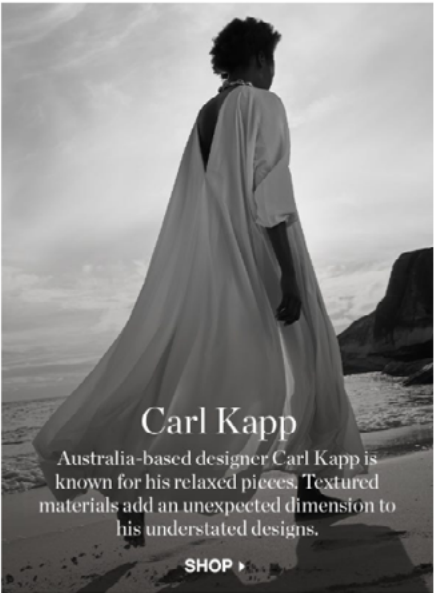
Masters Of Relaxed Elegance
Offering comfortable, refined pieces imbued with a sense of ease and freedom, these seven labels are shaping the new way of dressing.

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Gabriela Hearst
The designer's eponymous label is built around the principles of modern luxury, focusing on responsible manufacturing, enduring design and natural materials.

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Carl Kapp
Australia-based designer Carl Kapp is known for his relaxed pieces. Textured materials add an unexpected dimension to his understated designs.

[SHOP ▶](#)



Su Paris
Majoring in free-spirited kaftans and tunics, Su Paris fuses quintessential French style with Ottoman inspirations, resulting in pared-back pieces with artisanal charm.

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Asceno
Inspired by travel, traditional pyjama sets and everyday life, Asceno is a modern collection



Josephine Skriver
ÖZGÜR GENLERLE
AVLUNCER DOĞMAK

ZAMANA İNAT
YUMURTA
DONDURMAK

PARIS JACKSON
Babası Michael Jackson'ın
ardından gerçek
dünyaya dönerse
YARATICI
20

EBRİL MEYLAN, ASU VE GÖZDE FİLİNTA, ZEYNEP
KOSMAN, DYMAY, AZİZ VE DERİN SARIYER,
GÜL, BERGEL, EYLÜL, NİL, NİNAT, BERKE TAŞAR,
CAN, FENEL, ELİFE DOMANIC, BASAK ÇANKES,
İLGİN, MİN, TUNÇİN, ÜNER, DERYA VE FERHAN
SENSOY, SINAN YERLİ, UNAL, SEDEF ÇALARKAN



ÇABASIZ
PARİZİYEN
UNSURLAR

Plaj giyim markası SU Paris'in kurucusu Eva Klüss markasındaki tasarımlarda Türk zevakırların kökleriyle birleştiren bu kez giyim boyunca giyilebilen parçaları unutmuyor. Eylem Şimşek Fotoğrafçılar Serkan Eldeleklioğlu

Roklarlık seçtiğinizden plaj giyimine transfer olan Eva Klüss, Fransızlar çoğu yere ait otonom, gelmekle birlikte Türk kumaşlarıyla buluşan SU Paris markasının altı yıldır plaj giyiminde öncü bir yer edindi. *Matelassé, d'été, Myfines* gibi online iki ayrıer adreslerinde, Le Bon Marché, Harrods, Netran Macca gibi mağazalarda satışa sunulan tasarımların en önemli özelliği ise sadece yaz aylarında değil, yazın ortasında da giyilebilen tasarımları tasarlamak. Bu kez plaj SU Paris markasının kuruluşundan bugüne altı yıl geçti. Markanın estetik ve vizyon olarak evrimi ne yönde değişti ve gelişti? Marka, global bir konsept olan 'su' atarına konumlandı. Bu bağlamda koleksiyon peşin, bel kesim, sporter, plaj parçaları ve etnikler, katman tasarımlardan oluştu. Bu sezon öncelikle moda evrılarak sadece plajda değil, tatile gittiği boyu giyilebilen bir koleksiyon yaratıldı. Marka ayrıca Türk zevakırlarına, İtalyan ve Fransız kumaşlarıyla da birleştirmeye başladı.

SU tasarımların "Nomad chic" olarak tanımlıyorsunuz. Pekli süzgeçte bir kalem tınel ve zamanlız İhtiyaçları neler olmalı? Seyahat eden kadınlar hem taşınabilir hem de giyilebilir kolay parçaları ihtiyaç duyuyor. Bu nedenle SU Paris hem plaj ve lavaz kenarında hem de şehirde, gerekirse aşkını da giyilebilen bir parçaları sunuyor.

Son koleksiyonunuzda İstanbul'u ve Türk kültürünü tasarımlarınıza hangi açılardan yansıttınız? Her koleksiyonda bir yazınma söz konusu. İlk olarak çim (Herkesi Türk), sonra İstanbul'u ve ardından Türk kültürüne aşık oldum. SU Paris'in DNA'sı kendi Parizyen ve Fransız kültürüne bağlıdır.

Plaj giyim ve aksesuar tasarımlarını güncelleme nedenleri ilham alıyorsunuz? Her yerdin ilham aldığımı söyleyebilirim. Bir seyahat ederken, Paris'te yaşadığımla söyleyebilirim. Bir seyahat ederken, Paris'te yaşadığımla söyleyebilirim. Bir seyahat ederken, Paris'te yaşadığımla söyleyebilirim.

Herhangi bir zamanında, her şeyden ilham alabileceğinizi düşünüyor musunuz? Mesela SU Paris adını İstanbul'dan Paris'e dönerken, Airbus A320 seferi uçaktayken bulduğum!

Koleksiyondaki her bir parçayı özel kıyım adını neler ön planda tutuyorsunuz? Reklamcılık sektöründe kreatif direktör olarak çalıştığım ve bugünkü tasarımlarında kesinlikle öncelikle istinden etkilenerek oluşturuyor. Grafik, çizimleri ve tasarımlar, sanatçı resimler, sıval ve beyaz (bulunur gerçekten). Fransız unsurları çok seviyorum. Tabii zanaatçılık ve seçilen kumaşların kalitesi de çok önemli benim için.

Seçimlerinizde ana kostalarınız nedir? Dokunma özelliği, zanaatçılık ve özgün gibi kalite. Bu bağlamda Türk tasarımların en iyi örnekleri dokunuyor. Ayrıca Fransız ve İtalyan da özel kumaşlar geliyor.

Herhangi bir alışma rutininiz var mı? Herkesin çalıştığı bir işe sahibim! Herhangi bir şey bana ilham verdiğinde, bir önceki koleksiyonum da seçilmeye başlıyor. Her yıl Resort ve İkiyıl Yaz olmak üzere iki koleksiyon tasarıyorum.

Koleksiyonları hazırlarken önceliğiniz nedir? İşlevlilik mi oluyor? Herkesin... Estetik DNA'nın bir parçası, öncelik ise her seyahat eden kişi için kalite olması.

Şehirlerimizde Türkiye'de ya da başka koleksiyonda mağaza açılmak var mı? Her yıl İstanbul'da, Ankara'da, online satışa sunulan lane etik. Günümüzde teknolojinin gücüne çok inanıyorum. Herhangi bir pop-up mağazalara da sıcak bakıyorum. Müşterilerle gerçek hayatta buluşmayı çok istiyordum!



"Önce esime kendisi Türk), sonra İstanbul'a ardından Türk kültürüne aşık oldum. Bu durum her koleksiyona yansıyor"

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THE WALL STREET JOURNAL

STYLE & FASHION

Be Covered for Everything

A versatile caftan makes vacation-dressing—from deck chair to dinner time—a no-brainer

BY CHRISTINE WHITNEY

Rather ironically, relaxing takes work. Even a do-nothing vacation of copying up to your Kindle on an uneventful island requires figuring out what to wear for your days in the sun. One garment, however, can help curtail the indecision.

Consider the caftan. "Caftans can be worn on the beach or poolside and then later, perhaps over that same bikini, while you're having a cocktail at a restaurant," said Winnie Beattie, owner of Manhattan resort-wear boutique Warm, which offers a variety of loose, wanderlust styles.

The flowy garments were popularized during the *dolce vita* 1960s (think bohemian socialite Talitha Getty on a Marrakesh rooftop), and though they weathered a bleak period in the 1970s as the go-to garment of the *dolce*-less Mrs. Roper in the sitcom "Three's Company," they're enjoying a renewed vogue.

Last year, Carla Sersale, of the family-run Hotel Le Sirenuse in Positano, Italy, began to offer her line of block-printed cotton caftans, called Le Sirenuse Positano, at retailers beyond the hotel's shop, such as Bergdorf Goodman. A caftan "can dress you from morning to night," she said, noting that guests tend to wait from the pool to the terrace restaurant and oyster bar wearing similarly breezy styles. "It's a very easy garment."

The process of transitioning from deck chair to dinner, Ms. Sersale and Ms. Beattie agreed, is relatively hassle-free. Just swap flip-flops for strappy heels and throw on some jewelry, whether a pair of dangly earrings, a few layered necklaces or a chunky cuff. The

right accoutrements can range from a simple array to the haute bohemian extremes captured in a photo of socialite and style icon Deeda Blair—a caftan inspiration for gallerist Sarah Gaviak. In the photo, Ms. Blair is wearing a scarf-print number "with this incredible long scorpion necklace, and great big sunglasses, and has her gorgeous poodle next to her while she's sipping a cocktail," said Ms. Gaviak. As someone who splits her time between Los Angeles and Palm Springs, Ms. Gaviak prefers to wear caftans by the pool, but said she'd go beyond the sun deck: "I would definitely wear one as a hostess outfit. It's casual, but you're in a gown, in a way."

Before accessorizing, however, it's important to choose the right one. Caftans can easily go awry: swallowing a small frame, bulking up a larger one, or reading more tent than Talitha. "Some women feel better if they have a bit of ankle showing," said Warm's Ms. Beattie. Petite women, she added, might consider a sleeveless caftan or one with a lower neckline. Ms. Sersale recommended a style with side-slits to show off a bit of leg. "It breaks up the shape and makes it more graceful," she said.

Chic prints or stripes are enough to make an impact; heavy heading can overdo it for day. "I think embellished caftans are fabulous, but sometimes they're overpowering," said Vogue editor-turned-designer Pippa Holt, who enlists Mexican artisans to hand-weave her new cotton caftan collection. Find the caftan that best suits you, and you've cracked the vacation-dressing code—with a healthy side of glamour. "It's a dream statement," said Ms. Sersale. "You feel empowered to be Sophia Loren."



GREEN LIGHT Outfit planning with caftans is a walk in the park. On model: Pippa Holt Caftan, \$725, Bergdorf Goodman, 212-753-7300; Sunglasses, \$340, garrettleight.com; Elizabeth Locke Chain, \$5,125, and Pendant, \$3,850, Neiman Marcus, 800-937-9146; Yellow and Turquoise Chain Necklaces, \$650, Nephrite Jade Charm, \$450, Pink Opal Charm, \$695, davidyurman.com; Serpenti Spiga Watch, \$6,700, bulgari.com; Sandals, \$210, ancient-greek-sandals.com. Still-lives from top: Chloé Caftan, \$2,395, net-a-porter.com; Caftan, \$375, lemlim.com; Caftan, \$595, lisamarifernandez.com; Le Sirenuse Positano Caftan, \$355, emporiosirenuse.com; Caftan, \$480, suparis.com

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A single caftan can make holiday dressing effortless D2



OFF DUTY



Surprised? A trip for which you don't even have to pick the destination D9

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THE OFF DUTY SUMMER 50
Lazy Does It

In the sunniest season, no one really wants to lift a finger. Here are 50 looks, recipes, gadgets, shortcuts and travel tricks to help you overachieve when it comes to underachievement.

[INSIDE]

SET A SPELL
6 modern readers that glamorize sloth D11



BE A STEALTHY SLOB
The most stylish new slorts: No one will know how comfortable they are D4

COOK CARELESSLY
You can throw almost anything in a pasta salad (so think very beyond noodles) D6



HIDE A CHAUFTEUR
In many ways, the future of self-driving cars is already here. Dan Neal reports D13

LIGHTEN YOUR LOAD
The summer's chicest tote weighs only slightly more than air D2

