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**WILLIAM TO PRESENT AT PARIS FASHION WEEK**  
***EXHIBITING A/W 2017 COLLECTION***

**Paris, France (20 January 2017)** — WILLIAM, fashion label based in Downtown Los Angeles will be presenting their latest collection of hand-crafted luxury goods for the fashion world elite during Paris Fashion Week.



WILLIAM will debut their Autumn/Winter 2017 collection, a collaboration with Farouk Chekoufi from Paris, of exclusive accessories that integrate art and fashion. The WILLIAM collection is an international brand that possesses a distinct Los Angeles spirit of independence, with European craftsmanship and incorporates collaborations with internationally renowned artists.



The WILLIAM AW 2017 Collection, titled F U S C I N U L A, is extracted from the latin word fork. Being inspired by the most primal hierarchy of need, this collection looks deep into nature and human existence. The collection combines the most precious skins of crocodile, stingray, pony hair and furs; connecting with nature, and the passions within every human.



Farouk Chekoufi quoted, "I love the idea of how this project and concept came about. From a simple meeting to a great vision, I love the energies that both cities Paris and Los Angeles provides an 'explosion of emotions.' The Collection looks sexy, strong, and powerful. I'm very excited, and am very honoured to open a new chapter in the history of the house WILLIAM."

For more information about the label please visit [www.williamltd.com](http://www.williamltd.com) and email [inquire@williamltd.com](mailto:inquire@williamltd.com) for detailed information about their Paris Show.



### **About WILLIAM**

WILLIAM is a bespoke fashion label based in Downtown Los Angeles, creating exclusive accessories. WILLIAM strives to put environmental consciousness at the forefront of all of its designs, working to support local craftsmen, artists, designers, and businesses. All designs and manufacturing are handmade in Los Angeles. A percentage of every sale is donated to the Institute of International Education, to offer creative education for future generations.

WILLIAM can be found online at [www.williamltd.com](http://www.williamltd.com) and on [Facebook](#), [Twitter](#) and [Instagram](#).

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