

DUR DOUX

**FOR IMMEDIATE RELEASE**

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**DUR DOUX TO UNVEIL ECLAIRAGE 'ILLUMINATION' COLLECTION AT NYFW**

*Mother Daughter Team Present Inspired Collection for Autumn/Winter 2021 at New York Fashion Week February 16, 2021*

Washington, D.C. (February 3, 2021) After a very successful New York Fashion Week debut last season, Independent Fashion Brand, Dur Doux is excited to present their latest collection for Autumn/Winter 2021 on February 16, 2021 at 1:00pm EST. The new collection, titled Eclairage 'Illumination' by Dur Doux, is a blend of practical, relaxed luxury and elegant stimulation that project a coming year of vast possibilities.

The newest 21 piece collection has signature looks including a 'golden bird midi tunic', a 'Metallic caged duster set; to the saultry 'Fluted Silver/Grey Tulle' gown brings a truly elevated aesthetic to the brand. The fresh take on modern dresses, versatile skirts, statement trousers, cozy sweaters, bodysuits and a taste of 'Dur Doux grand tulle creations' serve every fashion desire. The brand signature of enticing fabrications continues with textured faux leathers and knits along with exciting jacquard prints. Many pieces afford all season wear, while others stylishly snuggle and elegantly warm the contour of women.

"We have been overwhelmed by the response to our brand in recent months and are truly humbled and inspired by the idea of optimism and better days ahead," said Najla Burt. Since our last showing, Dur Doux has received media attention in coveted magazines, interest from celebrity stylists and has enjoyed immersion in Industry backed initiatives to level up talented Black designers, such as the CFDA 'Designers Hub' and 'RAISE Fashion'.

Eclairage 'Illumination' looks to convey a message of optimism and positivity through designs where rich hues of golden yellow come together perfectly with ultimate grey/silver, chocolates, cocoa, and bronze copper. This new collection continues to represent the brand's essence of strong, sensual, feminine, and powerful sophistication through a unique balance of hard and soft elements.

For photos interviews and general media inquiries, please contact Aba Kwawu at TAA PR – [aba@taapr.com](mailto:aba@taapr.com) – [202-270-2055](tel:202-270-2055).

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# BRAND BIOGRAPHY

## THE DUR DOUX BRAND

Dur Doux, (pronounced Dur “Do”) is a ready to wear women's accessible luxury lifestyle brand and Red-Carpet label. The label is built on the concept of wearability with an avant-garde sensibility. Dur Doux’s signature is unique textured fabrications, unexpected details, and strong but feminine designs.

The aspirational label affords the look, feel and quality commensurate with iconic brands absent the high price point. Designs range: RTW \$200-1,000; Red Carpet \$1,000-7,000. Inspiration comes from films, art and travels in different countries.

## THE CREATORS OF THE BRAND

As a child, Najla Burt grew up watching her mother create clothing for her and her siblings. She immediately gained a passion for design and developed her creative imagination by assisting her mother in selecting fabric and creating custom outfits. Her mother, Cynthia Burt, is now CEO and Co-Designer of the business. Many of the women in Najla’s family were involved in the fashion world, therefore Najla grew up believing that she was born to be a designer and that fashion was in her blood.

Najla graduated from Parsons New School for Design 2014. While a student at Parsons she worked with such infamous leaders in fashion as Alexander Wang and developed strong business skills which lead to establishing her label Dur Doux.

## DUR DOUX MAJOR HIGHLIGHTS 2014-2018

- NOT JUST A LABEL -Dur Doux Among 100 Designers Selected for First NYC POP-UP AT THE WALDORF ASTORIA|Christmas 2015
- \* Selected for Macy’s DC Fashion Incubator 2016
- Atlantic City Fashion Week September 2015 FW 2016
- \*DC Fashion Week September 2015 FW 2017
- Presentation of SS 2016 Urban Biota Collection at "The District Style Brunch" Washington, DC
- DC Fashion Foundation -- "Designers Showcase W Hotel DC - Dur Doux presents SS 2017 “Oceania Collection”

## 2017

Selected for PURE LONDON Olympia. London Premium Emerging Designer Runway Showcase

## DUR DOUX 2018 HIGHLIGHTS

Dur Doux Selected to Present at 2017 Macy's NYFW "Red Dress Show" (designed for celebrity Elisabeth Rohm of 'Law and Order')  
GLADYS Magazine Editorial and 2018 List "Women of Influencer"  
Macy's Las Vegas Debuts of Dur Doux SS/2018  
'Dreams On Air' Soho NY Debuts Dur Doux SS 2018 AMAZONIA Collection  
Dur Doux Red Carpet Dur Doux Label Established  
Dur Doux Editorial 'Fall Fashion Frenzy' by Capitol File Magazine 2018  
Opening of Dur Doux Studio/Showroom DC at the Wharf December 2018

## EDITORIALS 2013-2019

VOGUE UK|June|2013  
ELLE UK|October|2013  
Elucid Magazine Spring|2014  
AFROSTYLE Magazine Issue 10 and Issue 13  
ELLEMENTS MAGAZINE Spring Issue|2014  
INSTITUTE MAGAZINE Summer|2014  
LUCY'S Magazine Summer|2016  
DISORDER MAGAZINE Winter|2016  
VIA Magazine May|2016  
UNTITLED Magazine February|2017  
SHUSTRING Magazine February 2017  
British Vogue Spring 2018  
Capital File Magazine Fall 2018  
The Washington Post March 24, 2019 Cover Leisure/Style Section - Diplomacy & Fashion: 'Fashion Night Ignites'  
Hollywood on the Potomac April 2019 Issue Features Dur Doux in 'Fashion Night Ignites'  
The Washington Diplomat May 2019 Features Dur Doux in 'Fashion Night Ignites'



## CELEBRITY EDITORIALS/COLLABORATIONS

Tyra Banks, The Guardian Weekend March 2020  
Emma Chamberlain Vogue Australia July 2020  
Eva DeDominici 'HELLO' Argentina COVER September 2020  
Sophia Lillis L'OFFICIEL Australia Fashion Book COVER November 2020  
Simonetta Lein L'OFFICIEL COVER November 2020  
KeKe Palmer MOOD Magazine COVER November 2020  
JuJu ELLEMENTS Magazine December 2020

Naturi Naughton ESSENCE Magazine January 2021  
KJ SMITH HEIGHT Magazine COVER January 2021

#### MAGAZINE EDITORIALS 2020 AND 2021

Vogue Italia July 2020  
Vogue Australia ( SERIES Magazine July 20  
COOL AMERICA Magazine July 2020  
GLADYS Magazine August 2020  
MODERN LUXURY DC September 2020  
FADDY Magazine COVER and Editorial August 2020  
THE DAILY BEAST feature story on the DUR DOUX brand  
L'OFFICIEL USA Fashion Book September 2020  
LUCY'S Magazine COVER September 2020  
PHOTOBOOK Magazine October 2020  
GRAZIA Magazine October 2020  
COSMOPOLITAN Magazine COVER October 2020  
MALVIE Magazine November 2020  
FADDY Magazine COVER "Time for Change: November 2020  
GMARO Magazine November 2020  
GMARO Magazine Holiday Issue December 2020  
SOLSTICE Magazine December 2020  
VOGUE/PHOTOVOGUE December 2020  
HARPERS BAZAAR December 2020  
INBLACK Magazine December 2020  
BELLO Magazine December 2020  
FADDY Magazine 'Holiday Issue' December 2020