

Official participant of the 2025 Belgian
Princely Economic Mission to California
led by H.R.H. Princess Astrid of Belgium.



Roseline d'Oreye

**BELGIAN FASHION BRAND
SILK SCARVES & ACCESSORIES
HAND PAINTED LEATHER BAGS
PRESS KIT**

roselinedoreye.com
roselinedoreye.sales@gmail.com

+32 478 476 441



ROSELINE D'OREYE

(Roh-zuh-leen d'Ohr-eh)

creating beauty from within and beyond

Roseline d'Oreye is a Belgian luxury fashion brand founded in 2019 by Belgian artist and illustrator of the same name. Based in Brussels, the brand has quickly conquered the hearts of fashion aficionados throughout the world for its colourful designs and surrealist visuals. ***Roseline d'Oreye is most known for its silk scarves which come in several sizes.*** Timeless, elegant and crafted with European care, each scarf celebrates one's individuality and beauty while highlighting their personalities and uniqueness.

Our collections feature silk accessories and clothing from the famous silk scarf to the silk ponchos and kimonos - each woven with pure silk in the Como region in Italy, renowned for their ancestral silk craftsmanship - as well as hand painted leather bags - each individually painted by Roseline. Each piece tells a story - blending contemporary designs with historic heritage, and offering clients more than just fashion but wearable art.

Our mission is to celebrate individuality and self-expression through artful fashion, to preserve and honor traditional craftsmanship while reimagining it with a modern vision, to create lasting pieces that carry emotional value and transcends trends, to empower our client to feel confident, unique and connected to their inner artist and the art they wear.

At Roseline d'Oreye, we believe in a slow fashion philosophy: creating with intention, not haste. We produce in limited quantities, valuing quality over speed, and ensuring each piece is made responsibly. By choosing thoughtful processes and durable materials, we aim to reduce waste, minimize pollution, and offer creations that endure — for both the wearer and the planet.

Roseline d'Oreye is more than a fashion label: it is a universe where art, fashion, and emotion meet, offering a luxury experience for those who seek authenticity, quiet elegance, and timeless beauty.



MEET ROSELINE

FOUNDER - CEO - ILLUSTRATOR - DESIGNER - ARTIST

Roseline d'Oreye is the artistic mind behind the brand that carries her name. Her work has always been about storytelling. Having started as a children's book illustrator, she quickly found herself looking for a new medium to tell her stories and express her surrealist creativity. ***"I've been drawing for as long as I could hold a pen"***, says the designer. **When the Belgian artist met with silk for the first time, it was love at first sight.** The noble fabric and its lightness, luminosity, softness and historical heritage became the perfect canvas for her artistic universe.

From this encounter, her journey into fashion began: transforming illustrations into wearable art and creating pieces that allow people to carry a story close to them and on the most luxurious fabric. **Her philosophy** remains true to her beginnings: to **create with sincerity, purpose, and emotion.** Directly based on her hand painted designs, she weaves her creativity into each designs one paint stroke at a time.

At the heart of Roseline's approach are **three guiding values: Transmission, Elegance, and Creativity.** Transmission reflects her desire to pass on stories, heritage, and emotions from one generation to the other. Elegance defines both the aesthetic of her work and the refinement silk offers to each who wears it. Creativity is the driving force behind every design, ensuring that each piece is unique, meaningful, and deeply connected to her artistic vision.

From her boutique in the center of Brussels, she continues to expand her colourful world and wishes to reach new horizons for the brand and the message it carries. Like the artist also says;

"From Brussels, with love and care."



THE BOUTIQUE

GALERIE DU ROI 10, 1000 BRUSSELS

Located in the heart of Brussels' famous Royal Galleries of Saint Hubert, the eponyme boutique was launched as a living extension of Roseline's art and surrealist universe. Since its opening in 2022, the boutique, which has quickly become a must-experience for many travelers staying at nearby hotels, has already conquered the hearts of thousands of art enthusiasts, silk connoisseurs and poetic dreamers. Now firmly established in the Galleries, the boutique serves as the tangible embodiment of the brand's online presence.

House made of silk, the boutique welcomes anyone seeking authenticity, a calmer way of shopping and a memorable human experience first and foremost. Doubling as an **on-site atelier**, Roseline spends most of her days creating on the second floor - from where she can easily come down to greet her beloved visitors.

This unique duality, boutique and atelier, gives the space its soul. Travelers are not only invited to discover finished creations, but also to sense the living presence of the artist at work - transcending traditional shopping. **Each encounter becomes more than a transaction; it is a shared moment**, a glimpse into Roseline's poetic world, where craftsmanship and imagination intertwine seamlessly.

roselinedoreye.com

100% designed by Roseline d'Oreye
100% silk twill
Produced & hand rolled in Como, Italy

Size chart

Scarves

Silk bandana 60cm
Silk scarf 90cm
Silk scarf 120cm

Accessories

Silk nastro 90x5 cm
Silk nastro XL 180x10 cm

Clothing

Silk poncho, cropped, 90x90 cm
Silk poncho, long, 120x120 cm
Silk kimono 140x140 cm



Silk bandana 60 cm

250€ (EU price)

\$290 (USD)



Silk scarf 90 cm

350€ (EU price)

\$406 (USD)



Silk scarf 120 cm

450€ (EU price)

\$523 (USD)



Recommended USD
prices to be negotiated



Silk nastrito 90x5 cm
150€ (EU price)
\$174 (USD)



Silk nastrito XL 180x10 cm
230€ (EU price)
\$267 (USD)



Silk poncho 90 cm
510€ (EU price)
\$592 (USD)



Silk kimono 140 cm
600€ (EU price)
\$697 (USD)



A BRIEF HISTORY

2019

- Brand launch from Roseline's in-house atelier
- First pop up store as an independant brand in the Sablon district of Brussels
- Crowdfunding for first collection
- Gift for the Queen Mathilde of the Belgians

2020

- Press coverage + pop up stores in the Sablon and Louise district as well as in Waterloo, in Brussels and Belgium
- First big collaboration with Firmenich

2021

- Television coverage (LN24, RTBF)
- Maison NATAN collaboration
- Sisley collaboration
- Design of commissioned scarf for Angela Merkel

2022

- Brussels corner in Dubaï for the 2022 Univernal Exhibition
- Launch of Brussels boutique in the Royal Galleries of Saint Hubert in Brussels

2023

- Official opening event of the boutique
- Runway show at Maison Eole
- Guerlain collaboration
- Dior collaboration

2024

- Runway show with NATAN COUTURE in the Royal Galleries of Saint Hubert
- Astrology ambassador campaign
- Press coverage + article in Forbes
- Amigo Hotel collaboration + Christmas setup made with silk in the front lobby

2025

- Scabal collaboration
- Astrology ambassador official exclusive dinner
- Chosen as official brand for gift to Rihanna from the city of Brussels
- Beginning of export strategy
- Belgian + French press coverage
- **Part of the 2025 Belgian Princely Economic Mission to California**

KEY NUMBERS

Founded in **2019**

Boutique launched in **2022**

Number of articles / press coverage since the launch - **130**

Number of boutique worldwide - **1**

Number of employees - **3**

Number of countries our clients come from - **40**

Number of items sold since the opening of the boutique - **5 000**

Turnover since the opening of the boutique - **1 000 000 €**



THEY TRUSTED US



DIOR

sisley
PARIS

NATAN



THE
DOMINICAN
BRUSSELS



HOTEL AMIGO
BRUSSELS
A ROCCO FORTE HOTEL

Firmenich

GUERLAIN

DEGAND
BRUSSELS

OUR LOGOS


Roseline d'Oreye


Roseline d'Oreye

Roseline 
d'Oreye



THE TEAM



Roseline

Designer and CEO, Roseline started as a children's book illustrator, eventually finding herself at the helm of a silk scarf fashion brand. Humanist, she leads the team with patience, generosity and kindness.



Leo

Onboard since nearly the beginning, Leo has quickly become Roseline's right hand, providing advice and guidance. Social butterfly, he brings the team together while managing key facets of the brand.



Marina

Latest addition, Marina has become an important guide in terms of brand awareness and marketing. Having worked in fashion before, her commercial knowledge makes her a strong marketing strategist.



Krista

Part of the team since the boutique's opening, Krista is the organiser of the team. With her practical mindset, she keeps operations running smoothly filling the room with kindness and warmth.

TESTIMONIALS



Adriane

"Original and qualitative work, exceptional silk, store as inspiring as inspired and excellent welcome. To discover absolutely!"

Oliver V.

"More than beautiful creations, Roseline offers us a delicate univers, an invitation to daydream in a world of colors."

Christina W.

"The past few years, my husband has been gifting me Roseline d'Oreye scarves for my birthday and Christmas. I'm now the proud owner of 4 of them. They're so beautiful and the quality and craftsmanship is exquisite."

Aline A.

"Roseline's boutique is a true marvel. Each scarf tells its own story and is as vibrant as incredibly soft."

CONTACT / PRESS



press
coverage



linktree

Website

roselinedoreye.com
roselinedoreye.com/en/contact/presse

Address

rose@roselinedoreye.com
roselinedoreye.sales@gmail.com

Phone

+32 478 476 441