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

Belgian silk scarves



Company profile





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About the brand

Founded in 2019 by Belgian artist of the same name, Roseline d'Oreye is a fashion accessory brand that specialises in crafting unique and colourful silk scarves and accessories as well as hand painted leather bags. Vibrant and full of personality, the brand distinguishes itself by its surrealist visuals and wanderlust inspirations. Mostly based on Roseline's travel sketchbooks, each scarf is an invitation to dream, travel, escape and treat oneself.

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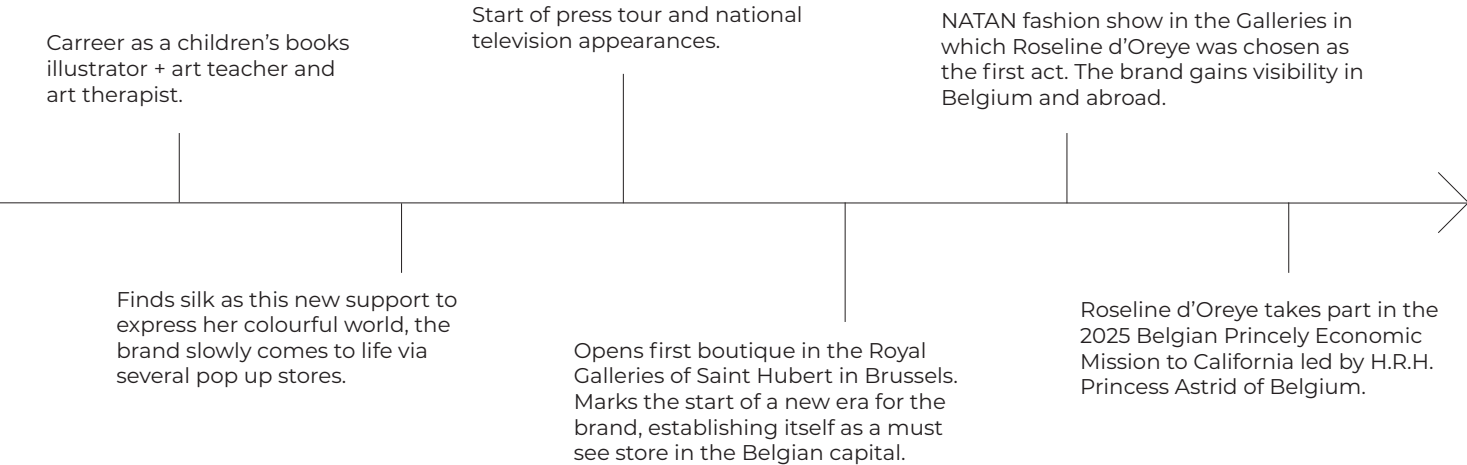
About Roseline

Having started as a children's book illustrator, Roseline was looking for a new support to express her creativity and tell her stories of the world. Silk quickly became evident to the artist, not only for its nobility but also for its heritage the designer strives to carry through her own designs.

“Creation and drawing have always been pillars of my life. For as long as I can remember, I have always drawn.”

Today, nestled in her Brussels boutique in the Royal Galleries of Saint Hubert, the artist keeps expanding her creative world full of whimsy and colours, one scarf at a time.

Brand history



Our values



Transmission

One of the reasons why Roseline fell victim to silk's attraction is the heritage the fabric holds. Bridge between the East and the West, fabric of Kings and Queens with miraculous skin and hair properties, silk is all about transmission and the passage of tradition from a generation to another. Transmission is a core value through which Roseline shares a part of herself when creating each scarf.

Elegance

Through the years, silk has always been a symbol of elegance and refinement. Its notable wearers, from ancient Egyptian royalty figures to 1950 Hollywood icons, have helped build this sense of timeless elegance. Its softness has always fascinated and still fascinates Roseline today. Regardless of age or status, silk carries a quiet elegance, subtly whispering its luxury to those who appreciate it.

Creativity

Wearable pieces of art, creativity is at the core of Roseline's creations. Avid in her pursuit of inspiration, the Belgian designer continually imagines new visuals and colour schemes to embellish this universe of hers. Underlying this creativity is a symbol of stability - the square. Solid and secure, it acts as a link between each new scarf. The boutique in the center of Brussels unfolds as a living canvas of her creative vision.





The boutique

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.

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The Natan fashion show

June 2024 marked one of the biggest milestones for the brand. A fashion show with the iconic Belgian fashion house Maison NATAN directly in the Royal Galleries and in front of the boutique. What started as an official invitation to be the first act of the runway by its organisers, ended in a

consecration for Roseline d'Oreye - her designs, adorned by professional models walking out of the boutique to hit the runway. That evening signaled a boost in visibility and prestige for the brand, attracting many fashion aficionados eager to discover emerging designers.





Product #1



Silk scarf 90 cm

The 90 cm scarf embodies the perfect blend of tradition and modernity. Evoking both timeless luxury and contemporary artistry. Wrapped around your neck or head, it becomes a statement piece of your style, reflecting femininity, elegance, and subtle sophistication. A scarf is more than just an accessory; it's a work of art to be worn.



Product #2



Silk scarf 60 cm

The 60 cm bandana represents the balance between boldness and elegance while embodying freedom of expression through vibrant visual patterns. Tied around the neck, wrist, bag, or even in the hair, it becomes a versatile accessory that reflects a chic yet relaxed attitude.



Product #3



Nastro 90x5 cm

Versatile fashion accessory, the 90x5 cm silk nastro lends itself to all your stylistic desires. Thanks to its long and thin shape, it can be worn in a multitude of ways: as a delicate choker, tied in the hair, around the wrist, or attached to a bag. Subtle and refined, it becomes a discreet must-have, bringing a light and feminine sophistication to every look.



Product #4



Silk poncho 120 cm

A classic, the 120 cm poncho offers a lightness ideal for any occasion; whether it be a casual outing or a chic evening. Versatile, it embodies modern elegance while enveloping you in luxurious comfort. Colourful and sophisticated, it can also be worn as a scarf, becoming a must-have in your wardrobe, allowing you to stand out at every moment.



Product #5



Leather bags

Crafted in Italy, our leather bags are individually **hand painted by Roseline at the boutique** in the Galleries - making each one a unique accessory found nowhere else. Ready to wear, they can also be made to order for clients who prefer a fully customised product. Available at our Brussels store, they can also be ordered online by contacting us -

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Quality control



Italian craftsmanship

At the forefront of silk production since its introduction to Europe, Italy - particularly the Como region - naturally became a haven for silkmaking, thanks to the process' need for abundant water. Our supplier has been meticulously chosen to ensure the finest, softest and most vibrant silk for our loyal clients.

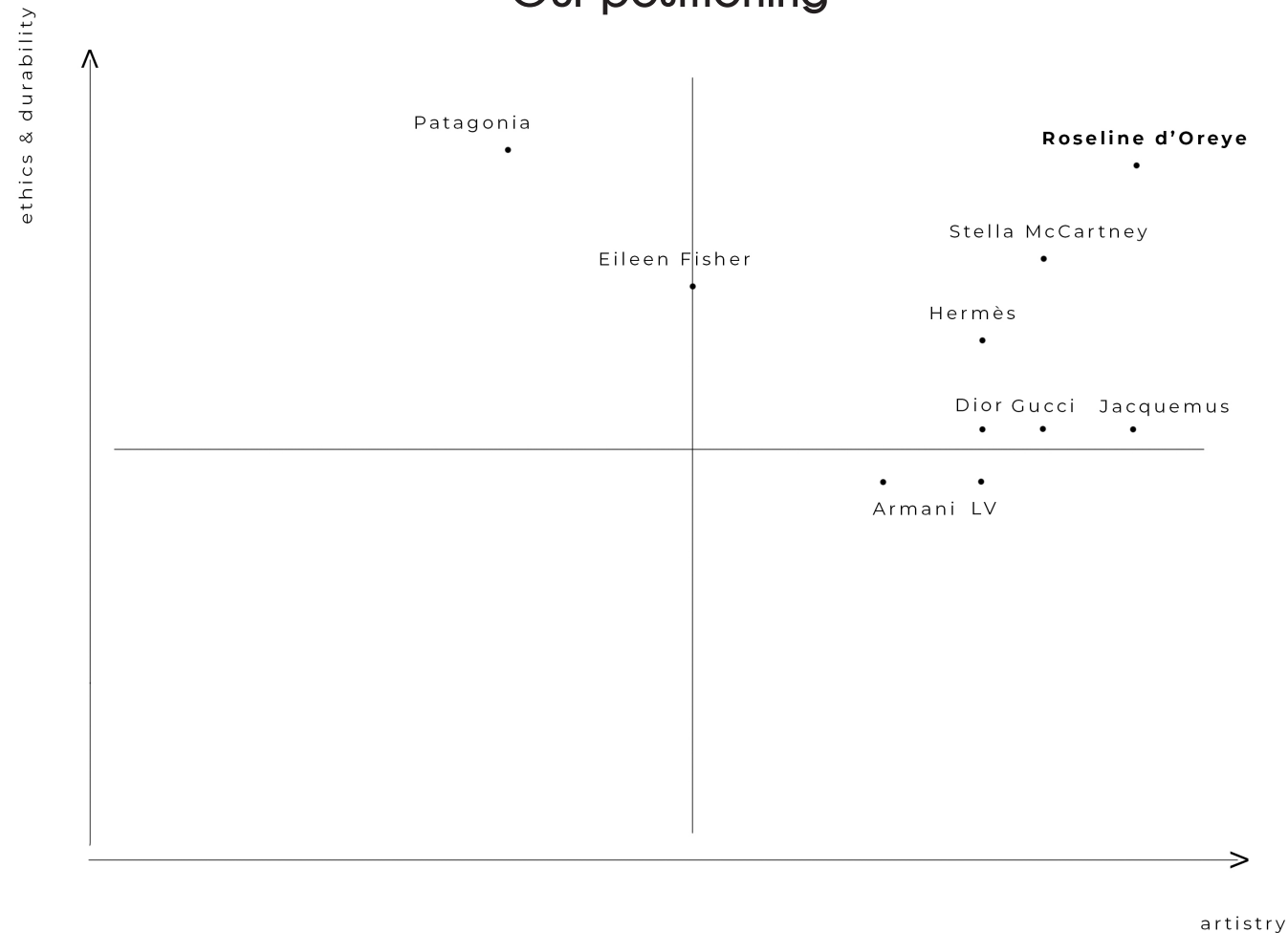
Rolled by hand

Part of each scarf's luxury lies in its hand-rolled hem, a meticulous technique no machine can replicate. At Roseline d'Oreye, we opt for the French style, where the hem is rolled towards the right side of the scarf. This subtle detail creates a refined frame in which the design takes its rightful place.

The finest silk

At Roseline d'Oreye, our silk is crafted with integrity at every stage. We've followed its journey from thread to fabric, ensuring each step is guided by responsible production, fairness, safe working conditions, skill, and respect. The result is a silk of exceptional quality - honest in its making, exquisite in its feel.

Our positioning



Meet 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."



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Get in touch

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