



Contemporary Women's Fashion | Wholesale | Private Label

Designed in Amsterdam. Built for Boutique Retail.

Aphelia Amsterdam is a contemporary women's fashion brand dedicated to helping independent boutiques succeed.

Built on years of experience serving boutique retailers across Europe, we combine modern European style with fresh weekly collections and a partnership-first approach that helps retailers keep their assortment current and their customers coming back.

Every collection is thoughtfully curated to balance trend, quality, fit, and accessible pricing, making it easy for retailers to offer fashion that feels current while remaining commercially successful.

Our Collections.

At Aphelia Amsterdam, we believe fashion should be both inspiring and wearable.

Our collections feature versatile pieces that transition effortlessly from everyday essentials to standout seasonal styles.

To help boutiques keep their stores fresh and exciting, we introduce new collections every week. This allows our retail partners to continually refresh their assortment, create new reasons for customers to visit, and stay ahead of changing trends throughout the year.

From Design to Delivery.

Because we oversee the entire process, from concept and design to production and distribution, we're able to move quickly without compromising on quality, fit, or attention to detail.

This hands-on approach allows us to deliver consistent quality, flattering fits, thoughtfully selected fabrics, and collections our retail partners can buy with confidence.

To support our growing collections, we work with carefully selected production partners in Italy and operate our own managed ateliers in China. This allows us to maintain close oversight of every stage of production, from fabric selection and material sourcing to fit, quality, and final delivery.

By combining European design with carefully managed production, we are able to introduce

fresh collections every week while maintaining the consistency and quality our retail partners expect.

More Than a Fashion Brand.

We believe successful wholesale relationships are built on more than beautiful collections.

Our goal is to become a trusted partner for every boutique we work with by providing responsive support, dependable service, and collections that help retailers confidently grow their business.

At Aphelia Amsterdam, we believe great fashion is only part of a successful wholesale relationship. Personal communication, attentive service, and lasting partnerships are at the heart of everything we do, because when our retail partners grow, we grow with them.

Private Label.

In addition to our branded collections, we partner with retailers looking to develop exclusive collections under their own label.

Our team manages the complete development process, from concept and design through production and delivery, helping bring private label collections to market efficiently while maintaining the same commitment to quality and attention to detail.

Whether you're looking to expand your existing assortment or develop a collection that's uniquely your own, we work closely with you to bring your vision to life.

What We Offer.

- Contemporary women's fashion
- Fresh weekly collections
- Boutique-focused assortments
- Wholesale partnerships
- Private label development

Let's Grow Together.

Whether you're looking to introduce a fresh European perspective to your boutique or searching for a wholesale partner invested in your long-term success, we'd love to welcome you to the Aphelia Amsterdam family.