

Young talent to star in the 25th edition of Mercedes-Benz FashionWeek Amsterdam

24 MEI 2016, AMSTERDAM, THE NETHERLANDS

SAMENVATTING

FashionWeek Nederland unveiled the programme for the Summer edition of Mercedes-Benz FashionWeek Amsterdam on Tuesday the 17th of May. Young talent will be the main focus during the catwalk and the OFF SCHEDULE programme during the 25th edition of Mercedes-Benz FashionWeek Amsterdam.

OFF SCHEDULE programme in the centre of Amsterdam from Friday the 1st until Wednesday the 6th of July

The 25th edition will be kicked off in the newest and most talked about venue in Amsterdam; the A'DAM Tower. From Friday the 1st of July until Sunday the 3rd of July the Loft will be turned into the Dynamic Store, a pop-up store where you can buy clothing, shoes and accessories made by designers who are showing or who have shown at Mercedes-Benz FashionWeek Amsterdam in the past. In addition, inspiring lectures and presentations will be organised and fashion lovers can enjoy exhibitions by famous Dutch designers. Other exciting and inspiring events within the OFF SCHEDULE programme will be organised at different locations in the centre of Amsterdam.

Lighting to open catwalk programme

One of the main objectives of FashionWeek Nederland is to stimulate young talent. The catwalk programme of the 25th edition starts on Thursday the 7th of July with Lichting 2016; the prestigious, annual competition where recently graduated students of the seven Dutch fashion academies compete against each other. This edition Lichting will be celebrating her 10th birthday and will be supported by Mercedes-Benz. To celebrate this, the evening will start with a show by Karim Adduchi who was the audience's favourite last year. After the first show it will be up to the 14 graduates to entice the audience and panel with their graduation collections. The international jury will crown one of the students winner of Lichting 2016. In addition, one student will be awarded the public's choice award.

Established designers vs. new talent

From Friday the 8th of July until Monday the 11th of July Mercedes-Benz FashionWeek Amsterdam will host 18 catwalk shows by established designers and young talent. Well-known names as Tony Cohen, Spijkers en Spijkers, FUTURA, Monique Collignon, dennis diem, Liselore Frowijn and Zyanya

Keizer will be showcasing their collections in the iconic Gashouder located on the Westergasfabriekterrein. The young talent, which includes Esmay Hijmans, Trinhbecx, BOUND AMSTERDAM, Sunanda Chandry Koning, LES SOEURS ROUGES, Anbasja Blanken and Tess van Zalinge, will be presenting their collections in the neighbouring Transformatorhuis.

National final Elite Model Look Nederland

The national final of the international renown modelling contest, Elite Model Look Nederland, will take place during the 25th edition of Mercedes-Benz FashionWeek Amsterdam for the first time.

'International Fashion Week BV' part of Telegraaf Media Groep

TMG (Telegraaf Media Groep) announced that they recently became sole owner of 'International Fashion Week BV', the organisation behind Mercedes-Benz FashionWeek Amsterdam. Their ambition is to bundle their knowledge, network, creativity and media power to give fashion in the strictest sense of the word an enormous impulse. The event and the cross media platform, which is being developed by TMG, is an enrichment for TMG's portfolio. TMG receives access to unique and visually attractive content, which finds its way to a broad and large audience via multiple TMG-brands. This means the biannual Mercedes-Benz FashionWeek Amsterdam event will be gaining a substantial increase in her media reach, thereby becoming a huge and well-earned podium for Dutch fashion.

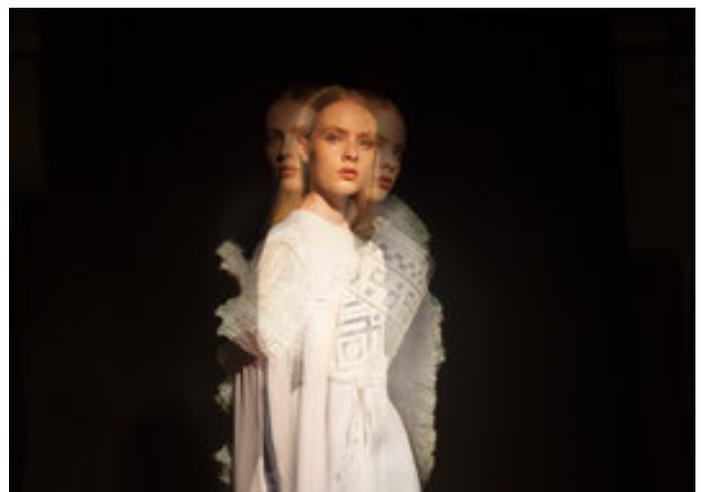


RELEVANTE LINKS

 Mercedes-Benz FashionWeek Nederland
<http://fashionweek.nl/>

AFBEELDINGEN

COMPLETE PROGRAMME 1 - 11 JULY 2016			Mercedes-Benz FashionWeek AMSTERDAM		
FRIDAY 1 July 14:00 - 20:00 Mercedes-Benz presents OFF SCHEDULE Carwash 20:00 - 21:00 The Last	SATURDAY 2 July 14:00 - 20:00 Mercedes-Benz presents OFF SCHEDULE Carwash 20:00 - 21:00 The Last	SUNDAY 3 July 14:00 - 20:00 Mercedes-Benz presents OFF SCHEDULE Carwash 20:00 - 21:00 The Last	MONDAY 4 July OFF DAY OFF SCHEDULE	TUESDAY 5 July OFF DAY OFF SCHEDULE	WEDNESDAY 6 July 14:00 - 20:00 Elite Model Look by Esther Heemstra OFF SCHEDULE OFF SCHEDULE
THURSDAY 7 July 14:00 Mercedes-Benz presents KIMMO ASSOCIATE Carwash 17:00 - 21:00 10 Years Lighting Carwash	FRIDAY 8 July 14:00 Johanna Wijkman wants LAB Fashion LAB 17:00 - 21:00 Jef Mennes Economie 19:00 R. & S. BLOEMA Fashion LAB PRO 17:00 Bil van presentie DS by Vanquers en Baphors Carwash 19:00 Bouda Aankomst Fashion LAB PRO 20:00 WIE is suitable for Black & White Fashionweek presents Carwash 20:00 The Last	SATURDAY 9 July 12:00 Willem Reijnders The van Tegen Fashion LAB 14:00 Tees Legged Creators Fashion LAB PRO 17:00 POTTERIA Fashion LAB 18:00 Esmay Wijmans Esmay Fashion LAB 19:00 - 21:00 Project 40 years of National releases The Netherlands Huis & Groot Mercedes-Benz	SATURDAY 7 July 17:00 Morgan Collinson Carwash LAB PRO Carwash 18:00 Amanda Blom Carwash 19:00 20:00 The van Tegen Fashion LAB PRO Mercedes-Benz	SUNDAY 7 July 14:00 RINE Fashion LAB PRO The Last 16:00 RINE Carwash 19:00 KAREEM Mercedes-Benz Fashion LAB The Last 17:00 Zeynep Keizer Carwash 19:00 Sunanda Chandry Koning LES SOEURS ROUGES Fashion LAB Mercedes-Benz 20:00 Elite Model Look Nederland Carwash Mercedes-Benz	MONDAY 7 July 14:00 - 21:00 Future Generation Fashion LAB Mercedes-Benz





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OVER FASHIONWEEK NEDERLAND

About Mercedes-Benz FashionWeek Amsterdam

Mercedes-Benz embraces Amsterdam in the line-up of international FashionWeeks, because of its personal and outspoken character. Mercedes-Benz is all about style, design, class and innovation. The same goes for the fashion industry, and therefore the brand feels closely associated with the fashion branch both nationally and internationally. By sponsoring the major fashion weeks around the world Mercedes-Benz plays an active role in encouraging talented, innovative and ambitious designers.

About FashionWeek Nederland

FashionWeek Nederland is the largest and fast-growing Dutch fashion platform that represents the celebration of Dutch fashion talent, the building of bridges between creativity and commerce and the search for international connection. Based on its three pillars Connect, Grow and Celebrate and its three programmes: Catwalk (Mercedes-Benz FashionWeek Amsterdam), OFF SCHEDULE and Fashion LAB. FashionWeek Nederland connects parties inside and outside the fashion industry, it promotes growth and development, and it celebrates all the wonderful things that the Dutch fashion has to offer in talent and creativity. FashionWeek Nederland organises activities throughout the year, focusing on fashion lovers and professionals from fashion and related

industries, including designers, labels, buyers, national and international press agencies, agents, the creative industry, government and semi-government and investors. FashionWeek Nederland organises the Mercedes-Benz FashionWeek Amsterdam twice per year: www.fashionweek.nl.



FashionWeek Nederlandnewsroom