

FASHION LABEL FUTURA IN MAIN PROGRAM FOR AMSTERDAM FASHION WEEK

An exclusive and intimate show in the largest room

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SUMMARY

The young and upcoming Dutch fashion label 'FUTURA' will showcase their newest spring/summer 2017 collection on Saturday the 9th of July as the first show from the main line up showcasing at the Mercedes-Benz FashionWeek in Amsterdam. With this they will move from the talent program 'Fashion Lab' that was earlier held in the Transformator building, to the largest room, the Gashouder. A successful start from the men's and womenswear label from designers Anne Bosman, Sanne Schepers and head of business Tom Renema.

In 2011 Anne Bosman graduated with honours for his graduation collection Fashion Design at ArtEZ School Of Arts in Arnhem, along with the bonus of winning two H&M Design Awards in 2012. In 2014 Bosman received his master's degree in menswear at Central Saint Martins in London. Tom Renema passed his hbo studie of International Business Management at the Hogeschool for Economics Studies in Amsterdam in 2013 with much success. Shortly after finishing their studies and work experience (among others, Viktor&Rolf en Gsus) the two from Deventer met up as old students from the Eddy Hillesum 't Vlier.

Sanne Schepers, just like Anne, graduated with honours from ArtEZ in Arnhem and received the G-Star Lichting Award for her graduation collection in 2011. After Arnhem, Schepers went to Paris to study for her master's degree in womenswear at l'Institut Français de la Mode. The three of them gave meaning to their ideal to conquer the (fashion) world from Deventer with their own fashion collections.

Spring / Summer 2017: 'FUTURA Community'

The new spring / summer 2017 collection is about 'FUTURA Community'. The feeling of being part of a group, the feeling of wanting be part of something, the feeling of acceptance. Creating a subculture with corresponding dress codes. Personal scribbles were processed into prints and the manually printed.

Each piece of clothing is hand painted and embroidered through which the collection acquires its uniqueness. The collection was mad using Italian denim and left over fabrics from Auping.

The FUTURA show, though being held in the Westergasfabriek, the Gashouder, the largest room in the complex, has purposely been made a small and intimate show. It will be the smallest show ever held in the Gashouder.

On the Sunday and Monday after the show, the collection will be showcased and will be able to be viewed up close in the Modefabriek in the RAI. This is happening in collaboration with Outspoken. Outspoken is part of the Modefabriek, a special place in where fashion, design and art are fused together and showcased.

DUTCH DESIGN AWARDS

That the development of FUTURA is empathetically followed in the design world and is much appreciated is illustrated by the labels nomination for the Dutch Design Award under the category Fashion. The winner of this prestigious award will be announced on the 29th of October during the Dutch Design Award-gala at the end of the Dutch Fashion Week in Eindhoven. This award is one of the most prestigious design awards there is to win in The Netherlands.



RELEVANT LINKS

 **Press material Futura**
<http://www.futuraofficial.com/presspage.html>

SPOKESPEOPLE



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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.



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