



## Ten fashion packed days for the public in Amsterdam

Zalando presents 10 Days Downtown puts the city in spotlights

**The 23rd edition of Mercedes-Benz FashionWeek Amsterdam gets kicked off by Zalando presents 10 Days Downtown on Friday the 3rd of July. This is a special programme designed for the public. During these 10 days, 10 events will take place in 10 of the most iconic locations of Amsterdam. Zalando will also make it possible to follow the catwalk shows via livestream at home or on the road. The catwalk shows will be hosted at the Westergasfabriek.**

This edition of the bi-annual FashionWeek starts with the official launch party 'Fashion is WOW' in De Marktkantine. In collaboration with Bas Kusters and Fashionchick, Zalando presents 10 Days Downtown will start with a truly amazing fashion party.

The first weekend of Zalando presents 10 Days Downtown starts on Saturday with 'Fashion at the Park' and concludes on Sunday night with 'Fashion Concert' in the Koepelkerk. Art, culture and fashion will be combined in VondelCS, located in the Vondelpark, on Saturday. Designer Dennis diem will show his latest collection in a very extraordinary way to the public. In the Koepelkerk ALEXANDRA FRIEDA will share her love for fashion, music and dance with the audience in her spectacular show with special performances by electronic indie-band CHEATERS.

This will be the first edition that EYE will connect its name with Zalando presents 10 Days Downtown. 'DORHOUT MEES X EYE' will take place on Monday the 6th of July in the modern film museum on the river 't IJ. The Dutch designer DORHOUT MEES shall showcase her latest

couture collection before a special premier of the movie 'Dior and I'.

Zalando will make fashion accessible to the public during the entire programme by having the Mobile Fashion House located throughout the city. In addition to inspiring the consumer with the new Zalando collections, the Mobile Fashion House is also the place for the public to get fashion ready. On Thursday the 7th of July the Mobile Fashion House will be located on the Stenen Pleintje, literally a stone's throw away from the main location where the catwalk shows take place. Designer Zyanya Keizer will give visitors a look into her 'Fashion Journey'; The path she took from the drawing board to the eventual designs we see on the catwalk.

Zalando presents 10 Days Downtown will come to a very spectacular end during the last weekend of Mercedes-Benz FashionWeek Amsterdam. The Stedelijke Museum Amsterdam will be the host for Liselore Frowijn who's collection will be showed between the art pieces by the French painter Matisse. During 'Fashion meets Theatre' Fernanda Fernandes will provide the public with an unforgettable live fashion performance at PLLEK on the NDSM werf.

Tickets for the public programme as for the catwalk of Mercedes-Benz FashionWeek Amsterdam are available via [www.fashionweek.nl/tickets](http://www.fashionweek.nl/tickets)

**PROGRAMME I**  **zalando** PRESENTS **10 DAYS DOWNTOWN**  
3-13 JULY 2015

**DAY 1**  
FRIDAY 3 JULY  
**FASHION IS WOW**  
Official opening party Mercedes Benz FashionWeek Amsterdam in collaboration with fashionchick and hosted by Bas Kosters  
Time: 23.00 - 04.00  
Location: MarktKantine  
Entry: €10,00

**DAY 2**  
SATURDAY 4 JULY  
**FASHION AT THE PARK**  
dennis diem X VondelCS  
Time: 12.00 - 16.00  
Location: VondelCS  
Entry: €5,00

**DAY 3**  
SUNDAY 5 JULY  
**FASHION CONCERT**  
A night out by Alexandra Frida  
Time: 20.00 - 23.00  
Location: Koepelkerk  
Entry: €5,00

**DAY 4**  
MONDAY 6 JULY  
**DORHOUT MEES X EYE**  
Live Fashion Performance and movie  
Time: 19.00 - 21.00  
Location: EYE  
Entry: €7,50

**DAY 5**  
TUESDAY 7 JULY  
**A VIEW ON FASHION**  
Enjoy the summer sunset with Mrs. Mokum  
Time: 19.00 - 23.00  
Location: Floor17  
Entry: €5,00

**DAY 6**  
WEDNESDAY 8 JULY  
**FASHIONCLASH**  
Presentation of exhibition "MUNshop & MUNcollection"  
Time: 19.00 - 22.00  
Location: Tolhuistuin  
Entry: free

**DAY 7**  
THURSDAY 9 JULY  
**Zalando Fashion House**  
Zalando will help you get ready for the shows and fashion designer Zyanya Keizer will present a sneak-peek of her collection.  
Time: 16.00 - 18.00  
Location: Westergasterrein, Stenenpleintje, Pazzanistraat.  
Entry: free

**DAY 8**  
FRIDAY 10 JULY  
**AVONDMARKT: STREETFLAVOUR**  
Multidisciplinary event where street flavours come together, with a live fashion performance by Mirte van Wijngaarden  
Time: 17.00 - 01.00  
Location: Roest  
Entry: free

**DAY 9**  
SATURDAY 11 JULY  
**MATISSE ET LA MODE**  
Liselore Frowijn X Henri Matisse  
Time: 11.00 - 13.00  
Location: Stedelijk Museum Amsterdam  
Entry: €5,00

**DAY 10**  
SUNDAY 12 JULY  
**FASHION MEETS THEATRE**  
Performance by Fashion Designer Fernanda Fernandes during Over Het U Festival.  
Time: 18.00 - 22.00  
Location: PLLEK  
Entry: free

  
Mercedes-Benz  
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SPOKESPERSON



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