



Mercedes-Benz FashionWeek Amsterdam to start on Friday

Doutzen Kroes to attend the Maria Clè Leal catwalk show

Friday the 3rd of July will be the start of Mercedes-Benz FashionWeek Amsterdam. The capital will be filled with fashion, fashion and more fashion for the ten day during event. All the catwalk shows will be able to be watched by fashion lovers worldwide via livestream on www.fashionweek.nl.

From the catwalk to the sidewalk

Ten different locations in Amsterdam will be used during **Zalando presents 10 Days Downtown** and Zalando will have a Mobile Fashion House located on different locations throughout the capital. The official kick-off will be the ' **Fashion is WOW** ' party in De Marktkantine. Designer **Bas Kosters** will be the host and curator of this launch party and with his creations in mind it promises to be a great spectacle. Tickets for the full programme and 'Fashion is WOW' are available via www.fashionweek.nl.

My way or the runway

In addition to the openings shows by Aziz Bekkaoui and Monique Collignon and the return of Tony Cohen and the sisters Spijkers, new talent will receive a podium thanks to **Vodafone Firsts Fashion LAB**. During these catwalk shows different designers, like Franzel Amsterdam and ALEXANDRA FRIDA, will present their new collections.

On Monday the 13th of July the Dutch supermodel **Doutzen Kroes** will be present during Mercedes-Benz FashionWeek Amsterdam. Doutzen, who has appeared in many shows by

famous fashion designers, shall grace the show by **Maria Clè Leal** with her presence on the last day of Mercedes-Benz FashionWeek Amsterdam. This show is the result of an exchange programme with Mercedes-Benz FashionWeek Madrid, where the young Spanish designer was awarded with the Mercedes-Benz Fashion Talent Madrid award.

Straight from fashion school

For the ninth time, fourteen talents recently graduated fashion students will battle it out during 'Lichting 2015 supported by V&D'. They will present their creations to an international board of fashion professionals, like Noémie Schwaller, editor-in-chief of DASH Magazine and Raissa Verhaeghe, Brand Strategist & Business Development for AF Vandevorst.

COMPLETE PROGRAMME | MERCEDES-BENZ FASHIONWEEK AMSTERDAM

FRIDAY 03 JULY	SATURDAY 04 JULY	SUNDAY 05 JULY	MONDAY 06 JULY	TUESDAY 07 JULY	WEDNESDAY 08 JULY
23:00 - 04:00 Fashion is WOW Zalando presents 10 Days Downtown Marktkantine	12:00 - 16:00 Fashion at the Park Zalando presents 10 Days Downtown Vondelpark	20:00 - 23:00 Fashion Concert Zalando presents 10 Days Downtown Kopelkerk	19:00 - 21:00 DORHOUT MEES & EYE Zalando presents 10 Days Downtown EYE	19:00 - 23:00 A View on Fashion Zalando presents 10 Days Downtown Floor 17	19:00 - 22:00 FASHIONCLASH Zalando presents 10 Days Downtown Schouwburg
THURSDAY 09 JULY	FRIDAY 10 JULY	SATURDAY 11 JULY	SUNDAY 12 JULY	MONDAY 13 JULY	 Mercedes-Benz FashionWeek AMSTERDAM    
16:00 - 18:00 Zalando Fashion House Zalando presents 10 Days Downtown Wendlingplantsoen	14:00 Noir Near Future Fashion LAB Transformatorhuis	11:00 - 13:00 Matisse et la Mode Zalando presents 10 Days Downtown Joodske Museum	12:00 - 17:00 Elite Model Look 2015 Casting Day Westenholle	14:00 ALEXANDRA FRIDA Fashion LAB PRO Transformatorhuis	
18:30 Mercedes-Benz presents Aziz Bekkaoui Catwalk Gashouder	15:00 ARMY OF ME Catwalk S Gashouder	14:00 Caribbean Fashion Spot Catwalk Gashouder	14:00 Political Catwalk Catwalk Gashouder	15:00 ARREY Catwalk S Gashouder	
20:00 Judith van Vliet x Chris van den Elzen Fashion LAB PRO Transformatorhuis	17:00 Zyanya Keizer Fashion LAB Transformatorhuis	16:00 MAVN Fashion LAB Transformatorhuis	16:30 - 20:30 Fashion meets Theatre Zalando presents 10 Days Downtown Pak	17:00 Franzel Amsterdam Fashion LAB PRO Transformatorhuis	
21:00 Mercedes-Benz presents Monique Collignon Haute Couture Catwalk Gashouder	17:00 - 01:00 Avondmarkt: Streetflavour Zalando presents 10 Days Downtown Roest	17:00 Make-up Studio presents House of Byfield Catwalk Gashouder	17:00 AMWESTEN Fashion LAB PRO Transformatorhuis	19:00 Mercedes-Benz presents Maria Clè Leal Catwalk Exchange Show Gashouder	
	18:45 NIVEA Black & White Deodorant presents TONYCOHEN Catwalk Gashouder	19:00 Jonathan Christopher Fashion LAB PRO Transformatorhuis	18:00 Tailor & Elbaz Catwalk Gashouder	20:00 Oilly Catwalk Transformatorhuis	
	20:00 FUTURA Fashion LAB PRO Transformatorhuis	21:00 L'Oréal Professionnel presents SIS by Spijkers en Spijkers Catwalk Gashouder	20:00 Susana Bettencourt Fashion LAB PRO Transformatorhuis	21:00 Elite Model Look presents Future Generation Catwalk Gashouder	
	21:00 Lichting 2015 supported by V&D Catwalk Gashouder		21:00 Monique Collignon Couture Light Catwalk Gashouder		

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PROGRAMME | zalando PRESENTS 10DAYS 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 Vondelpark Time: 12.00 - 16.00 Location: Vondelpark Entry: €5,00	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 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 3 SUNDAY 5 JULY FASHION CONCERT A night out by Alexandra Frida Time: 20.00 - 23.00 Location: Koepelkerk Entry: €5,00	DAY 6 WEDNESDAY 8 JULY FASHIONCLASH Presentation of exhibition "MIJNshop & MIJNcollection" Time: 19.00 - 22.00 Location: Tolhuistuin Entry: free	DAY 9 SATURDAY 11 JULY MATISSE ET LA MODE Liselore Frowijn x Henri Matisse Time: 11.00 - 13.00 Location: Joodske Museum Amsterdam

Mercedes-Benz
FashionWeek
AMSTERDAM

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 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

Location: Stedelijk Museum Amsterdam
Entry: €5,00

DAY 10
SUNDAY 12 JULY
FASHION MEETS THEATRE
Live performance by Fashion Designer Fernanda Fernandes during Over Het IJ Festival.
Time: 16.30 - 20.30
Location: PLLEK
Entry: free



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PROGRAMME | Vodafone Firsts presents Fashion LAB
3-13 JULY 2015



THURSDAY
9 JULY

20h00
Judith van Vliet x
Chris van den Elzen
Vodafone Firsts
Fashion LAB PRO
Transformatorhuis

FRIDAY
10 JULY

14h00
Noir Near Future
Vodafone Firsts
Fashion LAB
Transformatorhuis

17h00
Zyanya Keizer
Vodafone Firsts
Fashion LAB
Transformatorhuis

20h00
FUTURA
Vodafone Firsts
Fashion LAB PRO
Transformatorhuis

SATURDAY
11 JULY

16h00
MAYN
Vodafone Firsts
Fashion LAB
Transformatorhuis

19h00
Jonathan Christopher
Vodafone Firsts
Fashion LAB PRO
Transformatorhuis

SUNDAY
12 JULY

17h00
AMWESTEN
Vodafone Firsts
Fashion LAB PRO
Transformatorhuis

20h00
Susana Bettencourt
Vodafone Firsts
Fashion LAB PRO
Transformatorhuis

MONDAY
13 JULY

14h00
ALEXANDRA FRIDA
Vodafone Firsts
Fashion LAB PRO
Transformatorhuis

17h00
Franzel Amsterdam
Vodafone Firsts
Fashion LAB PRO
Transformatorhuis



Mercedes-Benz
FashionWeek
AMSTERDAM

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GRAZIA



PROGRAMME | Catwalk Shows
9 - 13 JULY 2015

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THURSDAY
9 JULY

18h30
Mercedes-Benz presents
Aziz Bekkaoui
Catwalk
Gashouder

20h00
Judith van Vliet x
Chris van den Elzen
Fashion LAB PRO
Transformatorhuis

21h00

FRIDAY
10 JULY

14h00
Noir Near Future
Fashion LAB
Transformatorhuis

15h00
ARMY OF ME
Catwalk S
Gashouder

17h00
Zyanya Keizer
Fashion LAB
Transformatorhuis

SATURDAY
11 JULY

14h00
Caribbean Fashion Spot
Catwalk
Gashouder

16h00
MAYN
Fashion LAB
Transformatorhuis

17h00
Make-up Studio presents
House of Byfield
Catwalk
Gashouder

SUNDAY
12 JULY

14h00
Political Catwalk
Catwalk
Gashouder

17h00
AMWESTEN
Fashion LAB PRO
Transformatorhuis

18h00
Tailor & Elbaz
Catwalk
Gashouder

MONDAY
13 JULY

14h00
ALEXANDRA FRIDA
Fashion LAB PRO
Transformatorhuis

15h00
ARREY
Catwalk S
Gashouder

17h00
Franzel Amsterdam
Fashion LAB PRO
Transformatorhuis

Mercedes-Benz presents
Monique Collignon
Haute Couture
Catwalk
Gashouder

18h45
NIVEA Black & White
Deodorant presents
TONYCOHEN
Catwalk
Gashouder

20h00
FUTURA
Fashion LAB PRO
Transformatorhuis

21h00
Lichting 2015 supported
by V&D
Catwalk
Gashouder

Catwalk
Gashouder

19h00
Jonathan Christopher
Fashion LAB PRO
Transformatorhuis

21h00
L'Oréal Professionnel
presents SIS by
Spijkers en Spijkers
Catwalk
Gashouder

20h00
Susana Bettencourt
Fashion LAB PRO
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21h00
Monique Collignon
Couture Light
Catwalk
Gashouder

18h00
Mercedes-Benz presents
Maria Clè Leal
Catwalk Exchange Show
Gashouder

20h00
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Catwalk
Transformatorhuis

21h00
Elite Model Look presents
Future Generation
Catwalk
Gashouder



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3-13 JULY
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L'ORÉAL
PARIS

GRAZIA

vodafone



▶ zalando

PRESENTS

10DAYS DOWNTOWN

3-13 JULY FASHIONWEEK.NL



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WOORDVOERDER



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