

FashionWeek Nederland unveils vision for the 24th edition of Mercedes-Benz FashionWeek Amsterdam

Long live fashion

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SUMMARY

Long live the Dutch Fashion Heritage with Dutch Couture and visionary fashion design. And long live the future of Dutch fashion. Past, present and future come together during the 24th edition. Mercedes-Benz FashionWeek Amsterdam, the largest fashion platform of the Benelux, will be giving the fashion culture and industry its well-deserved attention by granting the Dutch history of fashion a catwalk, by creating a challenging podium for innovative fashion talents, by programming a varied catwalk programme consisting of designer labels and established names and by presenting an inspiring 'OFF SCHEDULE' (formerly known as Downtown) programme.

FashionWeek Nederland presented the programme of the 24th edition of Mercedes-Benz FashionWeek Amsterdam today in the DeLaMar Theatre in Amsterdam. By doing so it also presented its ambition, vision and strategy as the largest fashion platform of The Benelux.

The 24th edition of Mercedes-Benz FashionWeek Amsterdam will be taking place from the 8th until the 18th of January 2016 in the Westergasfabriek. The 'OFF SCHEDULE' events will be taking place on different locations in Amsterdam.

Through the two large overview shows 'Dutch Visionaries' and 'Dutch Couture & Crafts', FashionWeek Nederland has formulated a clear position in regard to the Dutch fashion culture and its ideals. The visionary designers and the couture from 1960 onwards, shows emphasize what FashionWeek Nederland stands for: Granting a podium for the diversity of fashion in years, styles, names and visions. Both shows are presented by Mercedes-Benz.

Dutch Visionaries

Mercedes-Benz FashionWeek Amsterdam will be opened by 'Dutch Visionaries', a celebration of established names and upcoming talent; from 'Puck en Hans' to Le Cri Neerlandais, from Mac & Maggie to KEUPR/vanBENTM and from Collectie Arnhem to 'Spijkers en Spijkers'.

Dutch Couture & Craft

The second overview show during the opening night carries the title 'Dutch Couture & Craft',

an ode to Dutch couturiers like Max Heijmans, Frans Molenaar, Frank Govers, Edgar Vos, Fong Leng, but also Viktor & Rolf and Iris van Herpen, who all have immortalized the quality and richness of Dutch fashion.

Catwalk Programme

In the Catwalk Programme Mercedes-Benz FashionWeek Amsterdam shows a deep and broad programme, by showcasing creative, commercial and a cultural blend of labels and brands, like Jef Montes, Claes Iversen, Tony Cohen, Oilily, Army of Me, Mick Keus, Snurk, Aziz Bekkaoui, Jazz Kuipers and 'Spijkers en Spijkers'.

Future Generation

Mercedes-Benz FashionWeek Amsterdam will be closed by 'Future Generation' on the 18th of January. The all-day programme, named 'Brave Monday', has – in contrast with the opening night – an 'Off Catwalk' character. It combines the future of fashion by using the vision of 15 designers in the form of installations, statements and performances. FashionWeek Nederland wants to create a broader platform of support for young talented designers by giving them the space to showcase new vision and products. 'Brave Monday', made possible by smart, is also accessible for the public.

OFF SCHEDULE

OFF SCHEDULE, formerly known as Downtown, forms an integral part of Mercedes-Benz FashionWeek Amsterdam. This fresh new programme directly puts the consumer in contact with the magic of the catwalk. The theme within the programme is the vision that fashion is for everybody. During ten days, more than ten locations will be used as locations for fashion events, where the Fashion Fest in the Art'Otel, a couture dinner in the DeLaMar Theatre and a fashionable cooperation with Jett Rebel form the highlights.



RELEVANT LINKS



FashionWeek Nederland

<http://www.fashionweek.nl/en>

SPOKESPEOPLE



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ABOUT 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.



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