

Bijzondere opening Mercedes-Benz FashionWeek Amsterdam brengt ode aan Nederlandse mode

22 DECEMBER 2015

SAMENVATTING

Op 14 januari 2016 opent de 24ste editie van Mercedes-Benz FashionWeek Amsterdam met twee grote overzichts-shows op het bekende Westergasterrein. Tevens wordt de intieme tentoonstelling Dutch Heritage geopend. U bent van harte welkom om deze exclusieve avond bij te wonen.

Mercedes-Benz presents Dutch Visionaries

Om 18:30 uur begint de spectaculaire catwalkshow Mercedes-Benz presents Dutch Visionaries in de Gashouder. Zowel gevestigde namen als nieuw Nederlands talent tonen stukken uit de periode van 1960 tot 2016. Uit dit Nederlandse erfgoed worden drie creaties per ontwerper getoond. Denk hierbij aan Mac & Maggie, Puck & Hans, Monique van Heist, Mattijs, Aziz Bekkaoui, Spijkers en Spijkers, Humanoid, Laundry Industry, Avelon, Bas Kosters, Gletcher, Marcha Huskes, Oscar & Suleyman en Tony Cohen.

Mercedes-Benz presents Couture & Crafts

De avond wordt om 21:00 uur in de Gashouder afgesloten met de catwalkshow Mercedes-Benz presents Couture & Crafts, waarin de rijkdom die Nederlandse couturiers uit 1960 tot 2016 hebben achtergelaten schittert op de catwalk. Couture & Crafts is een ode aan de Nederlandse mode en voor de show zijn creaties geselecteerd van Fong Leng, Frans Molenaar, Max Heymans, Dick Holthaus, Edgar Vos, Frank Govers, Viktor & Rolf, Percy Irausquin, Sheila de Vries, Claes Iversen, Monique Collignon, Edwin Oudshoorn, Ilja Visser en Keupr van Benthum.

Expositie Dutch Heritage

Op de indrukwekkende openingsavond wordt de rijke geschiedenis van de Nederlandse mode en de mode industrie getoond. De expositie Dutch Heritage laat zien welke unieke creaties Nederlandse designers vanaf 1960 hebben ontworpen, waarvan sommigente fragiel en delicaat om op de catwalk te tonen. Om deze reden is gekozen voor een expositie met werken van onder andere Iris van Herpen, Fong Leng, Lola Pagola, Jan Jansen, Max Heymans, Mart Visser, Le Cri Neerlandais, Individuals en Collectie Arnhem. Vanaf 17:00 uur bent u van harte welkom om het inspirerende ambacht en de unieke visies te bewonderen in het Transformatorhuis.

De 24ste editie van Mercedes-Benz FashionWeek Amsterdam vindt plaats van 8 tot en met 18 januari 2016 in de Westergasfabriek en OFF SCHEDULE op diverse locaties in Amsterdam. Bezoek

www.fashionweek.nl voor meer informatie.



RELEVANTE LINKS

 **FashionWeek Nederland**
<http://www.fashionweek.nl/en>

 **Mercedes-Benz FashionWeek Amsterdam Online Magazine**
<http://fashionweek-nederland.instantmagazine.com/programma-mbfa/mbfa-january-16fashionweeknl/>

AFBEELDINGEN



PROGRAMME Catwalk Shows				FASHIONWEEK.NL	
14 - 18 JANUARY 2016					
THURSDAY 14 JANUARY	FRIDAY 15 JANUARY	SATURDAY 16 JANUARY	SUNDAY 17 JANUARY	MONDAY 18 JANUARY	
18:00 Mercedes-Benz presents Dutch Vintage Catwalk Amsterdam	18:00 The Legend Continues Fashion Lab P.O. Amsterdam	18:00 27000 R&B Anniversary Show Fashion Lab P.O. Amsterdam	18:15 18:30 18:45 19:00 19:15 19:30 19:45 20:00 20:15 20:30 20:45 21:00 21:15 21:30 21:45 22:00 22:15 22:30 22:45 23:00 23:15 23:30 23:45 24:00 24:15 24:30 24:45 25:00 25:15 25:30 25:45 26:00 26:15 26:30 26:45 27:00 27:15 27:30 27:45 28:00 28:15 28:30 28:45 29:00 29:15 29:30 29:45 30:00 30:15 30:30 30:45 31:00 31:15 31:30 31:45 32:00 32:15 32:30 32:45 33:00 33:15 33:30 33:45 34:00 34:15 34:30 34:45 35:00 35:15 35:30 35:45 36:00 36:15 36:30 36:45 37:00 37:15 37:30 37:45 38:00 38:15 38:30 38:45 39:00 39:15 39:30 39:45 40:00 40:15 40:30 40:45 41:00 41:15 41:30 41:45 42:00 42:15 42:30 42:45 43:00 43:15 43:30 43:45 44:00 44:15 44:30 44:45 45:00 45:15 45:30 45:45 46:00 46:15 46:30 46:45 47:00 47:15 47:30 47:45 48:00 48:15 48:30 48:45 49:00 49:15 49:30 49:45 50:00 50:15 50:30 50:45 51:00 51:15 51:30 51:45 52:00 52:15 52:30 52:45 53:00 53:15 53:30 53:45 54:00 54:15 54:30 54:45 55:00 55:15 55:30 55:45 56:00 56:15 56:30 56:45 57:00 57:15 57:30 57:45 58:00 58:15 58:30 58:45 59:00 59:15 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Jack Lowe

Salon Waldorf

+31 20 32 099 53

fwn@salonwaldorf.com

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 Nederlandpressroom