

Mercedes-Benz FashionWeek Amsterdam kicks off with a spectacular tribute to Dutch fashion

23 DECEMBER 2015, AMSTERDAM, THE NETHERLANDS

SUMMARY

The 24th edition of Mercedes-Benz FashionWeek Amsterdam will be kicked off by two major catwalk shows on the 14th of January 2016, which consists of creations by multiple designers. The intimate exhibition Dutch Heritage will be opened on the same day.

Mercedes-Benz presents Dutch Visionaries

The spectacular catwalk show Mercedes-Benz presents Dutch Visionaries starts at 18:30 in the Gashouder. Creations by established names and new Dutch talent from the '60s to 2016 will be showcased. From this Dutch heritage, three creations will be shown per designer. You can expect creations by 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

The evening closes with the catwalk show Mercedes-Benz presents Couture & Crafts at 21:00 in the Gashouder. Here the richness left by Dutch couturiers from 1960 to 2016 will shine on the catwalk. Couture & Crafts pays tribute to Dutch fashion and creations by 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 and Keupr van Benthum have been selected.

Exposition Dutch Heritage

During this spectacular evening the rich history of Dutch fashion will be revealed to the fashion industry. The exposition showcases the unique creations designed by Dutch designers from the 60s onward, where some are too fragile and delicate to show on the catwalk. Because of this, pieces by Iris van Herpen, Fong Leng, Lola Pagola, Jan Jansen, Max Heymans, Mart Visser, Le Cri Neerlandais, Individuals and Collectie Arnhem were chosen. You are welcome to visit the exhibition from 17:00 onwards in the Transformatorhuis.

The 24th edition of Mercedes-Benz FashionWeek Amsterdam will be taking place from the 8th until the 18th of January 2016 in the Westergasfabriek and the OFF SCHEDULE events will be taking place on different locations throughout Amsterdam. Visit www.fashionweek.nl for more information.

RELEVANT LINKS


[Fashionweek.nl](http://www.fashionweek.nl/en)
<http://www.fashionweek.nl/en>


[Mercedes-Benz FashionWeek Amsterdam Online Magazine](http://fashionweek-nederland.instantmagazine.com/programma-mbfwa/mbfwa-january-16fashionweeknl/)
<http://fashionweek-nederland.instantmagazine.com/programma-mbfwa/mbfwa-january-16fashionweeknl/>

IMAGES



PROGRAMME | OFF SCHEDULE
08 - 17 JANUARY 2016

FASHIONWEEK.NL

FRIDAY 08 JANUARY	SATURDAY 09 JANUARY	SUNDAY 10 JANUARY	MONDAY 11 JANUARY	TUESDAY 12 JANUARY
18:00 - 21:00 Fashion by Forecast OFF SCHEDULE Push	18:00 - 19:00 Fashion & Beauty Public OFF SCHEDULE Newswatch	12:00 - 18:00 Fashion Behind the Scenes Push OFF SCHEDULE Newswatch	18:00 - 21:00 Fashion & Beauty Public OFF SCHEDULE Newswatch	12:00 - 18:00 Fashion Behind the Scenes Push OFF SCHEDULE Newswatch
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 Mercedes-Benz
 FashionWeek
 AMSTERDAM

GOLDWELL marie claire RAZIONEN NEDERLAND

PROGRAMME | Catwalk Shows
14 - 18 JANUARY 2016

FASHIONWEEK.NL

THURSDAY 14 JANUARY	FRIDAY 15 JANUARY	SATURDAY 16 JANUARY	SUNDAY 17 JANUARY	MONDAY 18 JANUARY
18:00 Mercedes-Benz presents Bobby Westerman Catwalk Newswatch	18:00 The Legend Collection Fashion LAB POC Newswatch	12:00 - 21:00 Nikolaus Bröden Fashion LAB POC Newswatch	12:00 GEMMA Rita Te Fashion LAB Newswatch	18:00 - 21:00 Public Shows Fashion Generation Newswatch
18:00 - 21:00 Expansive Dutch Heritage Newswatch	18:00 - 21:00 Couch Show Newswatch	12:00 - 21:00 Nikolaus Bröden Fashion LAB POC Newswatch	12:00 GEMMA Rita Te Fashion LAB Newswatch	18:00 - 21:00 Public Shows Fashion Generation Newswatch
18:00 Mercedes-Benz presents Celine & Celine Catwalk Newswatch	18:00 - 21:00 Joni Rogers Catwalk Newswatch	12:00 - 21:00 Nikolaus Bröden Fashion LAB POC Newswatch	12:00 GEMMA Rita Te Fashion LAB Newswatch	18:00 - 21:00 Public Shows Fashion Generation Newswatch
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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.



FashionWeek Nederlandnewsroom