

Day Three @ Mercedes-Benz FashionWeek Amsterdam

Fashion bloggers in NRC Café



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FashionWeek Nederland

Summary **On the third day of Mercedes-Benz FashionWeek Amsterdam it was not the fashion designers and their collections at the centre of attention yesterday, but the bloggers and journalists who share the stories with the public. Led by Ellen Snijder, the founder of Fashionchick, the visitors to the NRC Café were given an explanation of the intricacies of the blogging profession. The activity was part of '10 Days Downtown'.**

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Details Monique van Loon from Culy, Anouk Yve from Creators of Desire and Yvonne Eijkenduijn from Yvestown all discussed from their own specialisation how they work to maintain a successful blog every day.

Ellen Snijder, founder of Fashionchick: *"Fashion journalists are very good at spotting and interpreting trends. As a fashion platform we also often work together with bloggers because we have noticed that our visitors love to be inspired by their outfits and looks. The bloggers make it so easy for fashion-lovers to get inspiration and combine the latest trends from their armchair. Just as with delicious recipes and ideas for interior design, in the same way fashion is becoming accessible to a large group."*

Also for this edition more than a hundred fashion journalists, dozens of bloggers and about 90 photographers and cameramen are participating on location, reporting on what is going on from 17 to 27 January in the city and on the catwalk. Together all these media people form an essential facet of the fashion diamond.

Images





Documents

 NEWS FLASH (NL) - Day Three @ Mercedes-Benz FashionWeek Amsterdam.pdf

 NEWS FLASH (English) - Day Three @ Mercedes-Benz FashionWeek Amsterdam.pdf

About FashionWeek Nederland

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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 four programmes Catwalk, Downtown, Fashion LAB and Business, 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 works closely with Premium Partners Sanoma and L'Oréal and Programme partners Vodafone (Vodafone Firsts Fashion LAB) and ABN Amro (Fashion in Business, the Business Programme of FashionWeek Nederland). FashionWeek Nederland organises the Mercedes-Benz FashionWeek Amsterdam twice per year. www.fashionweek.nl.

About Mercedes-Benz Fashion Week Amsterdam

Mercedes-Benz FashionWeek embraces Amsterdam in the line-up of international fashion weeks because of its personal and outspoken character. Mercedes-Benz and FashionWeek Amsterdam share a passion for sustainability in creativity. At Mercedes-Benz it is not just about technical innovation and what its product team produces, but also the design team's experimentation with silk, cashmere, banana wood and other exotic materials. Fashion for Mercedes-Benz is about style, design, class and innovation. Therefore the brand feels closely associated with the fashion industry both nationally and internationally. By sponsoring the major fashion weeks around the world Mercedes-Benz plays an active role in encouraging talented and ambitious designers. www.mbfashionweek.com.