

Day Five @ Mercedes-Benz FashionWeek Amsterdam

MaryMe-JimmyPaul's Tableau Vivant in Stadsschouburg



Info Amsterdam | Published on: January 23, 2014

FashionWeek Nederland

Summary Yesterday evening MaryMe-JimmyPaul presented a tableau vivant of their own designs in the Stadsschouburg in Amsterdam. On the fifth day of '10 Days Downtown' the public was again surprised by a less familiar form of expressing fashion.

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Details MaryMe-JimmyPaul's explosive and extravagant style was perfectly suited to the setting of the theatre and was beautifully designed by SSBA Salon. This gave the opportunity to a mix of fashion people and theatre-lovers to view the designs in a different way. The models kept mingling with the public and repeatedly made new compositions, like the guards in Rembrandt's Night Watch.

Later this week, during the Mercedes-Benz FashionWeek Amsterdam catwalk programme on Saturday, 25 January, Jiksu presents the catwalk show in which MaryMe-JimmyPaul show their A/W '14 collection. By choosing a tableau vivant in the Stadsschouburg and a catwalk show in De Gashouder the fashion duo shows that they make conscious choices for different expressive forms. For those who have always wanted to attend a professional catwalk show there are still a few tickets available via www.fashionweek.nl/community.

Images





Documents

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

 NEWS FLASH (English) - Day
Five @ 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.