

Day Eight @ Mercedes-Benz FashionWeek Amsterdam

New talents and established names inspire on and off the catwalk



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FashionWeek Nederland

Summary **Saturday, 25th January, the eighth day of Mercedes-Benz**

FashionWeek Amsterdam, again guaranteed a good dose of fashion talent. From fresh

designers taking their first steps on the catwalk, to labels that have spread their wings

internationally. Also foreign discoveries contributed to a day full of new inspiration.

PR CONTACTS

Salon Waldorf

+31 (0)20 320 99 53
fwn@salonwaldorf.nl

Keizersgracht 174
1016 DW Amsterdam
The Netherlands

Details In De Gashouder Jiksu presented the catwalk show with MaryMe-JimmyPaul' fashion fantasy collection. Earlier this week the dynamic duo had already organised a tableau vivant in the Stadsschouwburg. Ilja Visser showed in her collection 'Ready to fish by ILJA' that she has profound and persistent talent. Exactly ten years ago, she was already part of the very first edition of Mercedes-Benz FashionWeek Amsterdam. Meanwhile, her label is present in a number of major fashion countries and she has her own brand store in Amsterdam.

The organisation of the fashion week was happy to be able to include a shoe show as part of the catwalk programme for this anniversary edition. Saturday afternoon Janine van den Bosch was declared the winner of the Dutch Shoe Award 2014 supported by Clarks. In the catwalk show ten talented young designers showed a small collection of shoes which they had made themselves and one pair based on the 'Bombay Lights' pump from Clarks.

Also the Vodafone Firsts Fashion LAB was bursting with talent again: newcomers L.RousseauCapsule Collection from Milan and Evan Menswear divided the audience's attention with a Fashion LAB duoshow while Jacob Kok in his own fashion LAB PRO show was surprising in the way he integrates fashion and technology. Menswear designer and creative entrepreneur Jonathan Christopher has been a guest all over the world and now stood on the Amsterdam catwalk for the first time.

The public presentation and exhibition 'Next by Modefabriek' on Saturday was included in '10 Days Downtown'. This gave visitors a preview of eight emerging talents from home and

abroad who can be seen on Sunday the 26th and Monday the 27th of January at the

Modefabriek. The exchange is one of the ways in which Mercedes-Benz FashionWeek

Amsterdam and Modefabriek work together.

In the evening, the 10th anniversary of Mercedes-Benz FashionWeek

Amsterdam was officially celebrated with a 'Please Don't Tell' party in Westerliefde and Westerunie, which were decorated with RGB wallpaper from Carnovsky. The line-up consisted of The Flexican, Girls Love DJ's, Phalerieau, Jaziah, TNO Soundsystem, Dio, Covergirl Sunny and many others.

Images







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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.