

# Ten days. Ten locations. Ten fashion events.

Mercedes-Benz FashionWeek Amsterdam kicks off this Friday with 'Zalando presents 10 Days Downtown'

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## SUMMARY

*The Mercedes-Benz FashionWeek Amsterdam is upon us again. The 21st edition of the FashionWeek kicks off this coming Friday, 4 July with 'Zalando presents 10 Days Downtown', a public programme that makes Dutch fashion visible and accessible to a wide audience. For ten days, from 4 to 13 July, at ten high-profile Amsterdam locations, the public will be taken by surprise with ten presentations, lectures, exhibitions and parties, all with a fashion twist.*

## **F**ashion & Van Gogh

The kick-off is on Friday, 4 July (Day 1) with 'Fashion & Van Gogh'. FashionWeek Nederland and Friday Night at the Van Gogh Museum join forces for an evening of fashion and art. Fashion designers such as Franzel Amsterdam and Fernanda Fernandes offer a glimpse behind the scenes of their design and manufacturing process and show how they are inspired by Vincent van Gogh.

## **A** Fashion Affair in Yab Yum

On Tuesday, 8 July (Day 5) the former brothel Yab Yum is hosting 'A Fashion Affair'. Specially for the audience of 'Zalando presents 10 Days Downtown', the works of JUTKA & RISKA, Maison Irem, Marie Jobse and others will be presented in the fourteen stylish rooms on the Singel. The event offers the opportunity to connect with our home bred young designers at one of the most exciting locations in the city.

## **F**ashion & Costume in the Rijksmuseum

On Wednesday, 9 July (Day 6) Bianca du Mortier, the fashion curator at the Rijksmuseum, is giving a masterclass in contemporary and past fashion and costumes. Fashion designer DORHOUT MEES provides a fitting musical tableau vivant.

'Zalando presents 10 Days Downtown', that is also made possible by the municipality of Amsterdam, offers a wide variety of venues, activities and the chance to discover the designs of many Dutch fashion designers:

- Day 1 (Friday, 4 July): Fashion & Van Gogh in the **Van Gogh Museum** with Franzel Amsterdam and Fernanda Fernandes

- Day 2 (Saturday 5 July): Fashion & Jewellery in the **Stedelijk Museum**, with Borre Akkersdijk, Arie Boomsma and the exhibition 'de Show van Gijs + Emmy'
- Day 3 (Sunday 6 July): Street Flavour in **Roest** with EVAN Menswear
- Day 4 (Monday 7 July): Fabulous It-Bags in **Tassenmuseum Hendrikje** with the unveiling of the newest Fab. exhibition
- Day 5 (Tuesday 8 July): A Fashion Affair in the former brothel **Yab Yum** with JUTKA & RISKKA, Maison Irem, Marie Jobse and others
- Day 6 (Wednesday 9 July): Fashion & Costume in the **Rijksmuseum** with DORHOUT MEES and fashion curator Bianca du Mortier
- Day 7 (Thursday 10 July): Fashion & Dance in **Dansmakers aan 't IJ** with dennis diem and Natalie de Koning
- Day 8 (Friday 11 July): Fashion & Foam, fashion photography, music, performances and exhibitions in **Felix & Foam** with a live fashion film production by Anne-Grethe Filtenborg
- Day 9 (Saturday 12 July): Next by Modefabriek in **SPRMRKT** with der Liebling, Lucilla Gray, Joanna Startek and others
- Day 10 (Sunday 13 July): Design & Styling in **Lloyd Hotel & Cultural Embassy** with Lonneke Nooteboom from Style My Day

The full programme, including information on events, times and admission can be found on [www.fashionweek.nl/downtown](http://www.fashionweek.nl/downtown)

**Myrna Walsarie, country manager Benelux Zalando:** *"We support FashionWeek Nederland's initiative to make fashion accessible to a wider audience and involve them in the Mercedes-Benz FashionWeek Amsterdam. With our extensive and varied range, we want to make fashion accessible to everyone too. During 'Zalando presents 10 Days Downtown' consumers can discover different aspects of fashion in a fun and engaging way and take part in the biggest fashion event in the Netherlands. We are not only linked to the programme as a sponsor, we will also organise lots of activities during the events such as street style spotters, DIY activities and styling actions."*

**Rob Zomer, director FashionWeek Nederland:** *"With 'Zalando presents 10 Days Downtown' we bring fashion from the catwalk to the wider public and we show the breadth of the Dutch fashion industry. The new partnership with Zalando better enables us to put fashion lovers throughout the Netherlands in touch with the FashionWeek designers."*

### **About Zalando**

Zalando ([www.zalando.nl](http://www.zalando.nl)) is Europe's leading online retailer for shoes and fashion. Working with over 1,200 international brands, Zalando offers an extensive selection of products for

women, men and children, ranging from popular high street brands to much sought-after designer labels. Exclusive accessories and sportswear add to Zalando's wide range of products. A combination of unique services – free delivery and returns, a free service helpline and an extended 100-day returns policy – make online shopping at Zalando a convenient and secure online experience. The company was founded by Robert Gentz and David Schneider in 2008 and its headquarters are located in Berlin. Following its success in Germany, Zalando launched in Austria in 2009 and the Netherlands and France followed in 2010. In 2011 Zalando ex-panded into Italy, the UK and Switzerland. Since 2012 Zalando has also been available in Sweden, Belgium, Spain, Denmark, Finland, Poland, and Norway. Deliveries were extended to Luxembourg in 2013.



#### RELEVANT LINKS

##### Zalando presents 10 Days Downtown

<http://www.fashionweek.nl/downtown>

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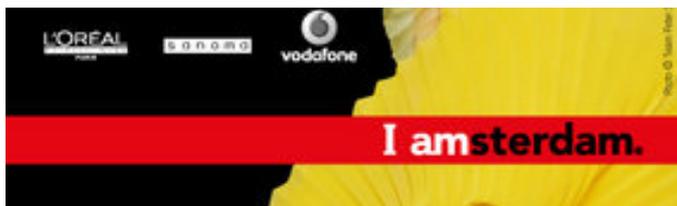
##### Zalando

<http://www.zalando.nl/mercedes-benz-f...>

[http://www.zalando.nl/mercedes-benz-fashion-week/?wmc=CRM31\\_SP\\_NL.140629\\_invite\\_fashionweek\\_-7524621-\\_1..&opc=2211&wt\\_cc4=fashionweek\\_text](http://www.zalando.nl/mercedes-benz-fashion-week/?wmc=CRM31_SP_NL.140629_invite_fashionweek_-7524621-_1..&opc=2211&wt_cc4=fashionweek_text)

#### IMAGES





## SPOKESPEOPLE



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## ABOUT FASHIONWEEK NEDERLAND

### 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 four programmes Catwalk (Mercedes-Benz FashionWeek Amsterdam), Zalando presents 10 Days Downtown, Vodafone Firsts Fashion LAB and Fashion in 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 Title Partner Mercedes-Benz, Premium Partners Sanoma, L'Oréal Professionnel and Vodafone and Programme partners Zalando (10 Days Downtown) ABN AMRO (Fashion in Business, the Business Programme of FashionWeek Nederland) and Vodafone (Fashion LAB). Also Gemeente Amsterdam supports 10 Days Downtown. FashionWeek Nederland organises the Mercedes-Benz FashionWeek Amsterdam twice per year. [www.fashionweek.nl](http://www.fashionweek.nl).

### About Mercedes-Benz FashionWeek Amsterdam

Mercedes-Benz FashionWeek embraces Amsterdam in the line-up of international fashion weeks 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.



## FashionWeek Nederlandpressroom

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 Contact information

### FashionWeek Nederland

 [Main website](#)

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