

Mercedes-Benz FashionWeek Amsterdam 21st edition closes

Proud organisation sees even further growth in fashion platform

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SUMMARY

The closing catwalk show by designer Paul Schulten last night brought an end to the 21st edition of the Mercedes-Benz FashionWeek Amsterdam. The festival of Dutch fashion was ten days of exuberant celebrations, many new connections both within and beyond the fashion world were made, and the participating designers and the event itself have undergone tremendous growth. The organisation looks back with pride and satisfaction on this summer's edition and the ten-year anniversary of the biggest fashion extravaganza in the Netherlands.

For five days, established designers such as Spijkers en Spijkers and Tony Cohen showed their latest collections in the splendid setting of the Gashouder. But also the talents of 'Lichting 2014 supported by V&D' took to the 37 meter long catwalk last week. The elected winner [name] benefits not only from all the media attention but their collection will also be produced and put on sale. A great start to a promising fashion career.

The catwalk schedule also clearly showed that the designers don't just accept things as they are. Claes Iversen transformed the catwalk into a long stairway, on which his first pret-a-porter collection literally stood on a pedestal. The performance 'ZERO by Nanine Linning with costumes by Iris van Herpen' combined the worlds of fashion, music and dance in a theatre-worthy performance, which included exposing the visitors to the world's only 4D sound system. This edition also saw the first photography made with a drone, gliding above the catwalk.

For five days long, the adjacent Transformatorhuis was the home of special collections, bold materials and convention-breaking presentations. Here designers such as Olaf Hussein and [name of a debuting designer] proved themselves to be worthy debutants in the 'Vodafone First Fashion LAB'. Visitors not only witnessed sustainable innovation *on* but also *above* the catwalk: for the first time LED catwalk-lighting was used, a world première!

This summer, as in the previous edition, a limited number of tickets was available for the public to attend the catwalk shows in the Gashouder and the Transformatorhuis. Additionally, fashion lovers were treated by 'Zalando presents 10 Days Downtown' for ten days, to ten fashion

events at ten high-profile locations throughout the city. Each time the focus was on fashion in relation to a creative discipline such as photography, dance or art. In doing so the Mercedes-Benz FashionWeek Amsterdam platform was not only accessible to a wide audience, but fashion designers also had the opportunity to work on their reputation and increase their market. The Mercedes-Benz FashionWeek Roadshow in Amersfoort, Apeldoorn, Arnhem and Nijmegen made an important contribution to this too.

That fashion, in addition to a creative side, also has a business side was clearly visible during Keys to Success, 'Business Monday' at the Mercedes-Benz FashionWeek Amsterdam.

Together with members of the Fashion in Business Network several guest speakers led by Sanne Groot Koerkamp (Textilia) talked about developments and opportunities in fashion logistics. Together they outlined a vision in which fashion logistics bring the on- and offline retail together, with reduced costs and increasing revenues as a result.

The 22nd edition of the Mercedes-Benz FashionWeek Amsterdam will take place from 16-26 January 2015. Additionally in the coming months FashionWeek Nederland will also organise various activities for fashion professionals and enthusiasts. Stay up to date via www.fashionweek.nl.



RELEVANT LINKS

Shows

<https://www.youtube.com/playlist?list...>

https://www.youtube.com/playlist?list=PLuh8rNR27_zfHxhFYWIEOV-AqQTY6s7TV

QUOTES

"In this 21st edition I have enjoyed spectacular catwalk shows for more than a thousand guests, but also from aspiring designers who, in an intimate setting, have shown fantastic work. This diversity shows that at Mercedes-Benz FashionWeek Amsterdam there are endless possibilities. Our unique sound is also increasingly being recognised and praised internationally, and that benefits the entire Dutch fashion industry."

— Rob Zomer, director FashionWeek Nederland

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.

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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