

Mercedes-Benz FashionWeek Amsterdam announces 22nd edition

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24 NOVEMBER 2014, AMSTERDAM, THE NETHERLANDS

SUMMARY

Today Mercedes-Benz FashionWeek Amsterdam (MBFWA) announces her programme for its coming winter edition. This 22nd edition takes place from Friday 16 to Monday 26 January 2015. During this national fashion week, Amsterdam will fizz with fashion for ten days. A global fashion platform, at which established names and young fashion designers steal the show with their Autumn/Winter '16 collections.

Mercedes-Benz FashionWeek Amsterdam Catwalk Programme

The 22nd edition of Mercedes-Benz FashionWeek Amsterdam catwalk programme will start with Avelon, a well-known label in the Parisian fashion scene, followed by a very special show by Edwin Oudshoorn. Both shows are presented by title sponsor Mercedes-Benz. Claes Iversen, Aziz Bekkaoui, DORHOUT MEES and MaryMe-JimmyPaul will also be in attendance, as well Tony Cohen, whose last show inspired Mercedes-Benz FashionWeek Amsterdam to select one of his images as the campaign image of this edition. The Scandinavian brand ARMY OF ME will also feature in the catwalk programme of Mercedes-Benz FashionWeek Amsterdam. In addition, some wonderful shoes will be strutting along the catwalk, for instance in the ten-year anniversary show given by Shabbies Amsterdam, one of the brands of designer Fred de la Bretonière.

Vodafone Firsts Fashion LAB

The Vodafone Firsts Fashion LAB programme of last summer was a great success. As part of Vodafone's worldwide Firsts programme, this edition will once again offer a platform to young fashion designers. The Dutch pearl Liselore Frowijn will open the Vodafone Firsts Fashion LAB programme on Thursday 22 January. The impressive Vodafone Firsts Fashion LAB programme ensured plenty of requests from fashion designers to have the chance to show their work during this edition. The Advisory Board, which advises the organisation in order to guarantee the quality of the programming, had a tough job in making a selection from the whole spectrum of talented designers. The Vodafone Firsts Fashion LAB PRO's are MAISON the FAUX, EVAN Menswear, and Schueller de Waal. The programme also comprises international pearls: Claudia Susini (Italy), Jinhee Moon (Korea), and Zhengzheng Li (China).

Zalando presents 10 Days Downtown

Zalando proudly presents '10 Days Downtown,' as it did during the previous summer edition. A creative and artistic programme will be presented over a period of ten (10!) whole days, showing cross-overs between fashion and other disciplines. The programme elements will take place every day at a variety of impressive, appealing, and cultural locations in Amsterdam, including film, dance, and music. The fashion week starts with a large-scale opening event at the Melkweg Club & Gallery. The weekend will be 'extended' at the creative breeding ground of the 'Volkshotel' and at the Dutch National Opera & Ballet. The popular 'Fashion & Van Gogh' event will be held at the Van Gogh Museum on Friday 23 January. Fashion will be brought from the Far East to be shown in Amsterdam. Some of the names of the young fashion designers that will bring fashion from the catwalk to the sidewalk: David Laport, Zyanya Keizer, Elke van Zuylen & Mirte van de Wijngaarden. The programme of Zalando presents 10 Days Downtown will conclude on Sunday 25 January at 'De Hallen,' Amsterdam's newest hotspot. During the local goods market, fashion will naturally take centre stage.



IMAGES



COMPLETE PROGRAMME | MERCEDES-BENZ FASHIONWEEK AMSTERDAM

PRELIMINARY

16-26 JANUARY 2015

FRIDAY 16 JANUARY	SATURDAY 17 JANUARY	SUNDAY 18 JANUARY	MONDAY 19 JANUARY	TUESDAY 20 JANUARY	WEDNESDAY 21 JANUARY
19:00 L'Oréal Professionnel Fashion LAB PRO Transformatorhuis					

Mercedes-Benz FashionWeek AMSTERDAM

FASHIONWEEK.NL

LOREAL marie claire vodafone

PROGRAMME | Catwalk Shows

16-26 JANUARY 2015

THURSDAY 22 JANUARY	FRIDAY 23 JANUARY	SATURDAY 24 JANUARY	SUNDAY 25 JANUARY	MONDAY 26 JANUARY
19:00 Mercedes-Benz presents Aster Fashion LAB PRO Transformatorhuis	19:00 Abi Kuyumç LISA KUYUMÇ Fashion LAB Transformatorhuis	19:00 MADONN the FAUX Fashion LAB PRO Transformatorhuis	19:00 L'Oréal Professionnel Catwalk Hair Show Gashoeder	19:00 Claude Sautin Camel Fongara Fashion LAB Transformatorhuis

Mercedes-Benz FashionWeek AMSTERDAM

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LOREAL marie claire vodafone

PROGRAMME | Vodafone Firsts presents Fashion LAB

16-26 JANUARY 2015

THURSDAY 22 JANUARY	FRIDAY 23 JANUARY	SATURDAY 24 JANUARY	SUNDAY 25 JANUARY	MONDAY 26 JANUARY
20:00 L'Oréal Professionnel Fashion LAB PRO Transformatorhuis	19:00 Abi Kuyumç LISA KUYUMÇ Fashion LAB Transformatorhuis	19:00 MADONN the FAUX Fashion LAB PRO Transformatorhuis	19:00 L'Oréal Professionnel Fashion LAB PRO Transformatorhuis	19:00 Claude Sautin Camel Fongara Fashion LAB Transformatorhuis

Mercedes-Benz FashionWeek AMSTERDAM

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LOREAL marie claire vodafone

PROGRAMME | zalando PRESENTS 10 DAYS DOWNTOWN

16-26 JANUARY 2015

DAY 1	DAY 2	DAY 3	DAY 4	DAY 5	DAY 6	DAY 7	DAY 8	DAY 9	DAY 10
19:00 L'Oréal Professionnel Fashion LAB PRO Transformatorhuis	19:00 Abi Kuyumç LISA KUYUMÇ Fashion LAB Transformatorhuis	19:00 MADONN the FAUX Fashion LAB PRO Transformatorhuis	19:00 L'Oréal Professionnel Fashion LAB PRO Transformatorhuis	19:00 Claude Sautin Camel Fongara Fashion LAB Transformatorhuis	19:00 EVAH MONTAGNA Fashion LAB PRO Transformatorhuis	19:00 L'Oréal Professionnel Fashion LAB PRO Transformatorhuis			

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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 Marie Claire, L'Oréal Professionnel and Vodafone and Programme partners Zalando (10 Days Downtown) and Vodafone (Fashion LAB). Also Gemeente Amsterdam supports Downtown. FashionWeek Nederland organises the Mercedes-Benz FashionWeek Amsterdam twice per year. www.fashionweek.nl.

About Mercedes-Benz FashionWeek Amsterdam

Mercedes-Benz embraces Amsterdam in the line-up of international FashionWeeks, 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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