



# Day Ten @ Mercedes-Benz FashionWeek Amsterdam

LOCAL GOODS MARKET: FASHION SPECIAL

**Fotoflash Dag 10**

**10 Days Downtown #zalandodowntown**

Als je denkt aan de ultieme up and coming Amsterdamse hotspot, dan is De Hallen 'the place to be'. Op de laatste dag van Zalando presents 10 Days Downtown, was Zalando in samenwerking met Pakhuis de Zwijger, Paperdoll en De Hallen gastheer van de Local Goods Market: Fashion Special. We gingen back to basic, met streetwear, muziek en puur vakmanschap. Er werd aandacht besteed aan jonge onafhankelijke labels en ontwerpers met hun bijzondere verhalen en lokale producten. Al het goede wat Amsterdam te bieden heeft kwam aan bod.

Op de catwalk L'Oréal Professionnel Catwalk Hair Show, MAYN, Mirte van Wijngaarden,

L'Oréal Professionnel presents dennis diem, ARMY OF ME, Club BRILLANT, Frampesca en SMARANDA ALMASAN. FASHION HOUSE MARGA WEIMANS presenteerde een documentaire.

Voor de show "DENIM, SNEAKERS & SHADES" van Club BRILLANT werd de catwalk geheel in stijl ingepakt in denim.

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Bekijk de livestream: <http://www.fashionweek.nl/live#hbanner>

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#### OVER FASHIONWEEK NEDERLAND

##### **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.

##### **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](http://www.fashionweek.nl).

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## FashionWeek Nederlandpressroom

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 Contactinformatie

### **FashionWeek Nederland**

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