



Mercedes-Benz FashionWeek Amsterdam closes 22nd edition

Looking back on the 22nd edition of a fashion extravaganza

The 22nd edition of Mercedes-Benz FashionWeek Amsterdam concluded on Monday with a fashion show by designer Claes Iversen. This edition drew an unprecedented 25,000 fashion lovers, making this year's event the biggest to date. The programme of Zalando presents 10 Days Downtown and the catwalk programme were both extremely well-attended. For ten days, the capital city was transformed into a fashion extravaganza.

Catwalk shows at Mercedes-Benz FashionWeek Amsterdam

The catwalk days at Mercedes-Benz FashionWeek Amsterdam opened with a brief tribute to designer Frans Molenaar, who passed away earlier this year. This solemn occasion was followed by the show Mercedes-Benz presents AVELON, which kicked off the nearly thirty catwalk shows the audience could enjoy over the course of five consecutive days.

With their label SIS by Spijkers en Spijkers, twin sisters Truus and Riet celebrated their tenth catwalk appearance at Mercedes-Benz FashionWeek by presenting a new anniversary collection. Another established name on the catwalk was Edwin Oudshoorn. The designer showed surprising vulnerability in his new collection. Bas Kosters ended the Friday night programme with his fashion show. In addition to presenting a women's collection, Tony Cohen also revealed a menswear collection which he described as 'sexy.' Claes Iversen closed the 22nd edition of Mercedes-Benz FashionWeek Amsterdam with a magical show that was met with a standing ovation.

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“FashionWeek feels like coming home. It was such a great night. I was able to share my new collection with so many people. It was a real thrill.,”

— Claes Iversen

Zalando presents 10 Days Downtown

Zalando presents 10 Days Downtown kicked off with an opening party in the Melkweg Club & Gallery, followed by ten days of events at various locations throughout the city. The aim of the programme was to showcase accessible fashion from the catwalk to the high street for an audience of fashion lovers and members of the general public. Zalando gave fashion lovers front row seats to this year's event by streaming the catwalk shows live online. New this year was the Zalando Fashion House, where fashion lovers could meet and mingle during FashionWeek, follow the live stream, enjoy a drink at the fashion café, and discover new fashion brands available in the online shop.

The programme offered a wide variety of locations, activities, and the opportunity to discover new pieces by Dutch designers. On Saturday 24 January, a fusion of fashion and ballet was presented in the Koepelkerk with a new collaboration by the Dutch National Ballet, fashion designer David Laport, and filmmaker Mathieu Gremillet.

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Vodafone Firsts Fashion LAB

The Vodafone Firsts Fashion LAB gave young designers like Camiel Fortgens and Liselore Frowijn, who put on a colourful show, the opportunity to present their collections on the catwalk. Giving talented Dutch designers the opportunity to present themselves to the public is

helping to solidify Amsterdam's position as a fashion capital. Mirte van Wijngaarden presented for the second time this year with a collection inspired by the powerful and confrontational Samurai.

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“New Dutch talent emerged at this year's Vodafone Firsts Fashion LAB. The entries were of exceptionally high quality, which benefits the transition to and continuity of the impressive platform Mercedes-Benz FashionWeek Amsterdam offers. But above all it demonstrates the merits of the seven fashion academies in the Netherlands, which is something we should cherish.”

— Rob Zomer, director of FashionWeek Nederland

23rd edition of MBFWA

The 23rd edition of Mercedes-Benz FashionWeek Amsterdam will be held from 3 to 13 July 2015. FashionWeek Nederland will also organize various activities for fashion professionals and fashion lovers in the months to come. Stay updated via www.fashionweek.nl.

ABOUT 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.



FashionWeek Nederlandpressroom

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