

# Amsterdam Fashion Week lands in Rotterdam

**Depot Boijmans Van Beuningen hosts fashion show of new label FRANCON for the famous Amsterdam Fashion Week. Result: the convergence of fashion, architecture and art in the now iconic depot atrium.**



Press kit: Amsterdam Fashion Week in Depot Boijmans Van Beuningen

On Thursday September 1, Dutch womenswear label FRANCON organized their first show in collaboration with Depot Boijmans Van Beuningen during Amsterdam Fashion Week 2022, in front of hundreds. Titled VANTAGE POINT, the debut show emphasized the interaction between fashion and architecture in the brand new icon of Rotterdam. In the depot atrium, the label's show was surrounded by important pieces from the museum's fashion collection, including works by Rejina Pyo, Martin Margiela and Viktor&Rolf.

## **Fashion label FRANCON**

Founded in 2021 by creative director May Kaan and architect Kees Kaan, FRANCON is a new womenswear label inspired by architectural thinking. The emphasis on setting rather than season is key in the design process and the development of the brand. The grand presentation featured a curated selection of pieces from the brand's latest Lake House, Tower and Cabin editions. During the performance, singer and performer Annelinde Bruijs provided live commentary during the show.

## **Fashion collection**

Depot Boijmans Van Beuningen shows the world behind the museum. More than 151,000 collection items are housed in the depot: seven centuries of art with a special collection of fashion objects. This fashion collection is characterized by pieces that are somewhere between fashion and art, with a strong emphasis on the underlying concept. This applies to masterpieces by Martin Margiela and Walter van Beirendonck, Hussein Chalayan, Viktor&Rolf, Iris van Herpen and Rejina Pyo, among others.



Perskit: Mode Collectie / Fashion collection

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#### ABOUT MUSEUM BOIJMANS VAN BEUNINGEN

The world-renowned art collection of Museum Boijmans Van Beuningen has over the span of 170 years expanded to more than 151,000 artefacts, which includes some 63,000 paintings, photos, films, pre-industrial design and design objects, contemporary art installations and sculptures, as well as 88,000 prints and drawings.

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**museum van  
boijmans beuningen**

Museum Boijmans Van Beuningen