



Record number of visitors for Amsterdam Fashion Week

Successful 16th edition has a royal touch

Amsterdam, January 29th, 2012– The 16th edition of Amsterdam Fashion Week has been very successful. The Amsterdam Fashion Week UPTOWN programme at the Westergasterrein attracted nearly 20,000 visitors. This programme, which is focused on international fashion professionals, brought together fashion designers, press, buyers and retailers nationwide as well as guests of the designers and sponsors. A live stream connection offered the opportunity to watch the catwalkshows from home.

From Saturday, January 21 onwards the 'off-schedule' programme Fashion Week DOWNTOWN took place, accessible to all fashion lovers. In over 60 locations in downtown Amsterdam shops, galleries and clubs organized various exhibitions, shows, shopping routes, launches and parties.

Launch The Green Collective

In the presence of Minister Maxime Verhagen of the Dutch Ministry of Economic Affairs, Agriculture and Innovation, The Green Collective was launched on Friday. This overarching collective of The Green Fashion Competition, The Green Design Competition and The Green Architecture Competition, is committed to the preservation of biodiversity. With the visit of HRH Princess Máxima to the Grande Finale of the second edition of The Green Fashion Competition, the importance of sustainability in the international fashion industry was reinforced.

Bart Maussen, director and co-owner of Amsterdam Fashion Week: "This 16th edition, we have lived up to our promise to pursue in putting Amsterdam Fashion Week on the map. With a balanced programming and our business programme we have again demonstrated to support both talent and established fashion labels. It was our great honor to welcome Princess Máxima at Amsterdam Fashion Week. With her attendance she has not only showed her support to the finalists of The Green Fashion Competition, but also to the entire Dutch fashion industry".

Business Programme Amsterdam Fashion Week

Amsterdam Fashion Week has the themes Connect, Grow and Celebrate. Its business programme helps designers shape their careers. Supported by many partners of Amsterdam Fashion Week, starting designers put their creativity into a business model and can actually start a fashion label.

About Amsterdam Fashion Week

Amsterdam Fashion Week was established in 2004 to put Amsterdam on the map as an inspiring and internationally oriented fashion destination. Since then, Amsterdam Fashion Week has grown to become the half-yearly fashion event in The Netherlands and is organising its 16th edition in January 2012. Amsterdam Fashion Week offers talented new and established designers a platform from which to present themselves to a wider audience and commercial parties. The organisation guides starting talent in their development and professionalisation to enable them to achieve commercial independence. The Amsterdam Fashion Week is active throughout the year connecting various parties and building bridges between culture and commerce, education and business and fashion with other creative disciplines.

Amsterdam Fashion Week has been made possible through collaboration with principal sponsor Vodafone, DSM, Sanoma Media, ABN AMRO, Redken 5th Avenue NYC, Maybelline New York, Volvo Cars, Piper Heidsieck, Fashioncheque, Hillenaar and The College Hotel.

End of Release

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For videos and photos see www.amsterdamfashionweek.com