



## **PRESS RELEASE**

### **THE 16th EDITION OF AMSTERDAM FASHION WEEK** *Opening night with Sjaak Hullekes and Bas Kosters*

**Amsterdam, 13 December 2011 – The 16th edition of Amsterdam Fashion Week will take place from the 25th until the 29th of January 2012 at the Westergasterrein. This edition's official catwalk program will be opened on Wednesday the 25th January at 19:00 by designer Sjaak Hullekes. Bas Kosters will show his new collection at 21:00. The days following will once again focus on creative expression for new, talented designers, established names and leading fashion labels. The complete program will be annexed to this press release.**

#### **Wednesday 25th January: Opening night**

Sjaak Hullekes introduced his label during the Amsterdam Fashion Week in January 2007. Four years later he will open the 16th edition of Amsterdam Fashion Week by showing his new collection. Bas Kosters will show his newest creations during the opening night's second show.

#### **Thursday 26th January: Talent Day**

Thursday's theme is stimulating talent. Fashion Week LAB. offers young designers the chance to show their collections at one of the official Amsterdam Fashion Week locations. Enabling them to profit from the commercial opportunities that the Amsterdam Fashion Week offers, and from the presence of national and international media. This initiative supports the development of designers into independent entrepreneurs.

#### **Friday 27th January: Business & Sustainable day**

Amsterdam Fashion Week is known by many for its catwalk shows. However, Amsterdam Fashion Week organises numerous other activities throughout the year that bridge the gap between creation and commerce. The Amsterdam Fashion Week Business Program will take place on Friday. Renowned businesses such as Amsterdam Innovation Motor, Syntens and Made-By, share their knowledge and expertise with designers, who can apply these insights to their own business operations. As well as hosting the Business Programme, Friday's theme is 'green'. 'The Green Collective' will be launched in the presence of the Minister of Economic Affairs, Mr Verhagen. The final of the second edition of The Green Fashion Competition will also take place, during which the jury will choose two winning designers from the 8 finalists. The Green Fashion Competition's first edition winner Elsie Gringhuis will show her new collection.

## **Established names and leading fashion labels in the weekend**

In the weekend, established names and leading fashion labels will show their collections. On Sunday evening the week will close with the traditional Amsterdam Fashion Week after-party.

## **Change of name**

From today, Amsterdam International Fashion Week (AIFW) will continue under the name Amsterdam Fashion Week. The introduction of the new name coincides with the strengthened position of the corporate as well as consumer directed programs. This position is expressed through a renewed website and logo and in modified program titles. From this edition onwards the program will be divided into 'Fashion Week Uptown' and 'Fashion Week Downtown'. The organisation has been supported in this process by the corporate identity advice agency *Total Identity*.

## **Fashion Week Uptown**

Fashion Week Uptown is directed at fashion professionals, purchasers, sponsors and the (inter)national fashion press. They come together at the many fashion shows, brush up on their knowledge during the Fasterclasses (Masterclass in Fashion) and inspire each other by, for example, discussing sustainability and the international fashion industry.

## **Fashion Week Downtown**

Fashion Week Downtown is directed at a broader target audience and offers a platform to a number of initiatives for their own fashion related activities. These are, for example, presentations in art galleries, window displays, fashion shows and shop based activities. Various events will be organised under the banner of Fashion Week Downtown.

## **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's partners come from a variety of disciplines within the fashion industry, including designers, businesses, academies and industry organisations. Bringing the various domains together and strengthening the fashion network is one of the core tasks. Besides which the Amsterdam Fashion Week forms an ambitious platform that desires to grow in size and impact. The emphasis is the growth of the Dutch fashion sector's success, in recognising and guiding talent, scaling start-ups into successful businesses, emphasizing success, sharing knowledge and exchanging ideas. Amsterdam Fashion Week is the place where these themes will be discussed, with perspective, promotion and collaboration as key terms.

### **About Vodafone Libertel B.V. – Main sponsor of Amsterdam Fashion Week**

Based on its revenue and profitability, Vodafone Netherlands is the 2nd largest, mobile telecommunication business in The Netherlands and as of 31 September 2011 has more than 5.3 million customers. The main offices are located in Amsterdam, Maastricht and Eindhoven. Vodafone Netherlands is part of the Vodafone Group, which in terms of revenue is the leading international mobile telecommunications group with about 391 million customers, as per 31 September 2011. Vodafone has investments in equity capital spread over more than 30 countries on 5 continents and has about 40 partner networks worldwide. For more information visit: [www.vodafone.nl](http://www.vodafone.nl) and [www.vodafone.com](http://www.vodafone.com).

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

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### **Press Office Amsterdam Fashion Week**

The annex contains the complete program for the 16th edition of Amsterdam Fashion Week. For press related questions, image material and/or interview requests you can contact:

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