



# AMSTERDAM FASHION WEEK

**Friday**  
20-01-2012

11.00 - 18.00  
**Contemporary Craftsmanship  
@ Oogst sieraden atelier**  
*Tweede Tuindwarsstraat 8,  
Amsterdam*  
Open to public  
Also on 21, 24, 25, 27, 28 from 11.00 - 18.00,  
26 from 11.00 - 21.00 and 29 from 12.00 -  
17.00

12.00 - 12.30  
**Fashion Film: Fragile**  
*Cultuurpark Westergasfabriek,  
Pazzanistraat 4, Amsterdam*  
Open to public

12.00 - 18.00  
**Soepboer & Stooker,  
photography by Ninette  
Schostack & Maaïke Staal**  
*Overtoom 9, Amsterdam*  
Open to public  
Also on 21, 22, 25, 27, 28, 29 from 12.00 -  
17.00 and 26 from 12.00 - 21.00.

13.00 - 18.00  
**Twelve - A new project by  
Alex ten Napel**  
*Eduard Planting Gallery, Eerste  
Bloemdwarsstraat 2,  
Amsterdam*  
Open to public  
Also on 21, 25, 26, 27, 28 from 13.00 - 18.00.

17.00 - 22.00  
**The Naturalists**  
*Fannius Scholtenstraat 10,  
Amsterdam*  
Open to public  
Also on 21 from 12.00 - 22.00, 25, 26 & 27 from  
17.00 - 22.00 and 28 from 12.00 - 22.00.

**Saturday**  
21-01-2012

10.00 - 17.00  
**Tassenmuseum Hendrikje,  
Hester van Eeghen Leather  
Design Prijs**  
*Herengracht 573  
1017 CD Amsterdam*  
Open to public  
Entrance: €7,50  
Also on 20, 22, 23, 24, 25, 26, 27, 28 and 29  
from 10.00 - 17.00.

16.30 - 21.00  
**Fashionshow David Paulus**  
*KNSM Laan 289, Amsterdam  
(Bagagehal Oost, Loods 6)*  
Open to public  
Entrance: €10  
Shows at 16.30 - 17.30 and 20.00 - 21.00,  
afterparty at 21.00.

12.00 - 23.30  
**Regal Tatter Invites**  
*Prinsengracht 37, Amsterdam*  
Open to public  
Entrance pre-sale €7,-  
Entrance door price €7,-  
Also on 20, 27 from 18.30 - 23.30, 22 and 29  
from 12.00 - 18.00, 26 from 18.30 - 22.00, 28  
from 12.00 - 23.30.

19.00 - 23.00  
**Celebrate Art and Fashion**  
*Prinsengracht 570*  
Open to public  
Also on 20 from 20.00 - 23.00, 22, 29 from  
12.00 - 17.30 and 25, 26, 27, 28 from 11.00 -  
17.30.

20.00 - 22.00  
**ONI by Cynthia Makiese**  
*Hotel Park Plaza Vondelpark  
Koninginneweg 34-36,  
Amsterdam*  
Open to public

22.00 - 03.00  
**F/A/M/E + AFW Afterparty**  
Private event

**Sunday**  
22-01-2012

09.00 - 00.00  
**Digital Fashion Week**  
*Hotel Park Plaza Vondelpark  
Koninginneweg 34 - 36,  
Amsterdam*  
Open to public  
Also on 20, 21, 23, 24, 25, 26, 27, 28 and 29  
from 09.00 - 00.00.

10.00 - 18.00  
**TRANSFORMATION by  
Nynke Eggen**  
*Fashion Hotel  
Hendrikje Stoffelstraat 1,  
Amsterdam*  
Open to public  
Also on 21, 22, 23, 24, 25, 26, 27, 28 and 29  
from 10.00 - 18.00.

11.00 - 18.00  
**Eudia hat atelier Singel 1**  
*Singel 1, Amsterdam*  
Open to public  
Also on 20, 21, 25, 26, 28 and 29 from 12.00 -  
18.00.

15.00 - 20.00  
**Meet 'by SANNE JANSEN'**  
*Oz, Oudezijds Achterburgwal  
66, Amsterdam*  
Open to public  
Check out the show window till 28th of January.

16.00 - 19.00  
**Rosa's zondagmiddagsalon  
(vintage)**  
*Rosa Rosas, Rietwijkerstraat  
33, Amsterdam*  
Open to public  
Live performance of the band Knupperpouf

19.30 - 23.00  
**Nieuw Jurk - KRISIS**  
*Nieuw Jurk - KRISIS  
De Vondelbunker  
Vondelpark 8a (in de brug)*  
Open to public  
RSVP krisis@nieuwjurk.com

20.00 - 01.00  
**The house of Rising  
AFW: A tribute to Catwalk  
Melodies**  
*Reguliersdwarsstraat 41,  
Amsterdam*  
Open to public

**Monday**  
23-01-2012

10 - 18.00  
**Park Plaza Vondelpark,  
Amsterdam goes  
DOWNTOWN**  
*Hotel Park Plaza Vondelpark  
Koninginneweg 34-36,  
Amsterdam*  
Open to public  
Also on 20, 21, 22, 23, 24, 25, 26, 27, 28 and  
29 from 10.00 - 18.00.

10.00 - 18.00  
**Treasures from Berlin**  
*Fashion Hotel  
Hendrikje Stoffelstraat 1,  
Amsterdam*  
Open to public  
Also on 21, 22, 23, 24, 25, 26, 27, 28 and 29  
from 10.00 - 18.00.

12.00 - 18.00  
**Introduction Atelier  
LeonLeon**  
*Van Baerlestraat 154,  
Amsterdam*  
Open to public  
Also on 20, 21, 22, 24, 25, 26, 27, 28, 29 from  
12.00 - 18.00 on 27 from 15.00 - 20.00 an  
exhibition. 23 January 15.00 press and stylists

13.00 - 18.00  
**Fashion photography  
exhibition**  
*Gerard Doustraat 84,  
Amsterdam*  
Open to public  
Also on 21, 22, 24, 25, 26, 27 and 28 from  
10.00 - 17.00 and 23 from 13.00 - 18.00.

**Tuesday**  
24-01-2012

09.00 - 18.00  
**Fashion & Magazines**  
*Athenaeum Nieuwscentrum,  
spui 14-16, Amsterdam*  
Open to public

10.00 - 18.00  
**Heidi Long -  
Constructed**  
*Hendrikje Stoffelstraat 1,  
Amsterdam*  
Open to public  
Also on 21, 22, 23, 25, 26, 27, 28 and 29  
from 10.00 - 18.00.

10.00 - 18.00  
**Meet the Swans, the  
travelling boutique from  
London**  
*Gerard Doustraat 84,  
Amsterdam*  
Open to public  
Also on 25, 26, 27, 28 from 10.00 - 17.00.

10.00 - 00.00  
**Nonsense label**  
*Hotel Park Plaza Vondelpark  
Koninginneweg 34-36,  
Amsterdam*  
Open to public

17.30 - 19.30  
**Exclusive launch of Piet  
Paris Tableware @Options!**  
Private event

## Wednesday

25-01-2012

10.00 - 19.00

**Temporary conceptstore  
WARDRODE #01**  
*Magna Plaza/2nd Floor,  
Amsterdam*

Open to public

Also on 21, 24, 25, 26, 27, 28 from 10.00  
- 19.00, 23 from 11.00 - 19.00 and 29 from  
12.00 - 19.00.

12.00 - 18.00

**FASHIONbrands exposed**  
*Amstel 180, Amsterdam*

Open to public

Also on 26, 27 from 10.00 - 19.00, 28 from  
11.00 - 18.00 and 29 from 13.00 - 18.00.

12.00 - 18.00

**THE WAR ON DRAGS/Based  
on a true story @ Meneer  
Malasch**

*Postjesweg 2, Amsterdam*

Open to public

Also on 26, 27 and 28.

With designs from Laura Mulder

12.00 - 01.00

**JUTKA & RISKA**  
**'Out of Space'**

*MC Theatre, Westergasterrein,  
Amsterdam*

Open to public

17.00 - 19.30

**Amsterdam Fashion  
Institute & Het Ketelhuis  
present Fashion Films**

*Het Ketelhuis, pazzanistraat 4,  
Amsterdam*

Open to public

Entrance: €9,-

Also on 24 from 21.30 - 22.30 and 25, 26, 27  
from 17.00 - 19.30.

18.30 - 21.30

**JUTKA & RISKA**  
**'Out of Space' Fashionshows**

*MC Theatre, Westergasterrein,  
Amsterdam*

Open to public

20.00 - 01.00

**Models INC. Cocktail-Night**  
**EVE, Reguliersdwarstraat 44,**

*Amsterdam*

Open to public

## Thursday

26-01-2012

10.00 - 17.00

**Cultuur Couture - Fashion at  
The Tropenmuseum**

*Linnaeusstraat 2, Amsterdam*

Open to public

Entrance: €9,-

Also on 27, 28 and 29 from 10.00 - 17.00.

11.00 - 17.00

**Where to find fair clothing**

*9 straatjes, PC hoofdstraat and  
Kalverstraat, Amsterdam*

Open to public

17.30 - 20.00

**Launch of Samsøe & Samsøe  
x Traplite x Jimmy Birdy**

*Spoiled, Wolvenstraat 19,  
Amsterdam*

Open to public

17.30 - 21.00

**Fashion&Foam**

*Foam, Vijzelstraat 78,  
Amsterdam*

Open to public

18.00 - 20.00

**Fashion exhibition while  
zipping cocktails**

*Hotel Park Plaza Vondelpark  
Koninginneweg 34-36,  
Amsterdam*

Open to public

19.30 - 20.00

**Show Sepehr Maghsoudi**

*KunstENhuis, Polonceaukade  
26, Amsterdam*

Open to public

Also on 27 from 15.00 - 20.00 an exhibition.

19.30 - 20.00

**Leather Design Prijs**

*Tassenmuseum Hendrikje  
Herengracht 573, Amsterdam*

Open to public

Also on 21, 22, 23, 24, 25, 26, 27, 28 and 29  
from 10.00 - 17.00.

## Friday

27-01-2012

16.00 - 23.00

**Official opening Tattoo  
Parlour Het Ruyterhuis**

*Kalkmarkt 1, Amsterdam*

Open to public

17.00 - 21.00

**Official launch 'Let Them Eat  
Cake'**

*Saint Germain Concept-  
boutique, oudezijds Armsteeg  
28, Amsterdam*

Open to public

20.00 - 22.00

**Restricted Sensation**

*Hotel Park Plaza Vondelpark  
Koninginneweg 34-36,  
Amsterdam*

Open to public

20.00 - 04.00

**The Feast of the Earl;**

**Les Libertines**

*Nes 45, Amsterdam*

Open to public

Pre-sale €20,-

Door price €25,-

21.00 - 00.00

**MOTEL 'Are You Lonesome'**

*TT Vasumweg 93, Amsterdam*

Private

22.00 - 04.00

**Fashion Week afterparty 'Eat  
my cake'**

*Jimmy Woo,  
Korte Leidsedwardsstraat 18 ,  
Amsterdam*

Open to public

Entrance: €15,-

22.00 - 04.00

**Odeon Fashionweek Party**

*Singel 460, Amsterdam*

Open to public

Pre-sale €20,-

Door price €25,-

23.00 - 05.00

**Miss Taylor**

*Escape, Rembrandtplein 11,  
Amsterdam*

Open to public

Entrance: €16,-

## Saturday

28-01-2012

11.00 - 17.00

**Hypercrafting Fashion**

*Nieuwmarkt 4, Amsterdam*

Open to public

Entrance: €100,-

Register via [events@waag.org](mailto:events@waag.org)

15.00 - 17.00

**Institut francais des Pays-  
Bas- Maison Descartes**

**present Fashion Movies**

*Vijzelgracht 2a, Amsterdam*

Open to public

23.00 - 00.00

**SSSST! Amsterdam Fashion**

**Institute & Sugar Factory**

**present Fashion**

**Photography expo opening**

*Lijnbaansgracht 238,  
Amsterdam*

Open to public

Between 23.00 and 00.00 entrance is free

00.00 - 05.00

**Backstage**

*Chicago Social Club,  
Leidseplein 12,  
Amsterdam*

Open to public

Open to public

## Sunday

29-01-2012

10.00 - 18.00

**Heidi Long - Constructed**

*Hendrikje Stoffelstraat 1,  
Amsterdam*

Open to public

Also on 21, 22, 23, 24, 25, 26, 27, 28 and 29  
from 10.00 - 18.00.

12.00 - 17.00

**New OOOO summer  
collection 2012**

*Invotis, Leidsestraat,  
Amsterdam*

Open to public

Also on 20, 24, 25, 27 from 10.00 - 18.00,  
21 from 10.00 - 17.00, 22 and 29 from 12.00  
- 17.00, 23 from 13.00 - 18.00, 26 from 10.00 -  
21.00 and 28 from 10.00 - 17.00.

12.00 - 19.00

**Big ass shopping event in  
Open Shop!**

*Nieuwezijds voorburgwal 291,  
Amsterdam*

Open to public

14.00 - 18.00

**International Style Station**

*Tolstraat 137, Amsterdam*

Open to public

Also on 27 from 17.00 - 00.00 and 28 from

14.00 - 18.00.

17.00 - 19.00

**The College Jazz**

*The College Hotel,  
Roelof Hartstraat 1, Amsterdam*

Open to public



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