

DOWNTOWN

Saint Germain Conceptboutique

Saint Germain is a unique conceptstore and creative agency. We are passionate about art & fashion and are committed to bringing a fresh retail concept. We work closely with creatives and artists to deliver a unique and wide range of products and events.

www.lovesaintgermain.com

Treasures from Berlin

Treasures from Berlin // SS 2012, inspired by the discovery of a box at a flea market stuffed with miniature clothing. This miniature collection is presented as a stop-motion film and a diorama in which you can view a mini runway.

www.anneloesouwehand.com // www.westcordhotels.nl

TRANSFORMATION by Nynke Eggen

We're in the middle of a transformation. The way we live, think, consume, the fashion system and the value of clothing is changing. We're heading for a more feminine society where intuition is key and where we place more value on the process instead of the result.

www.nynkeeggen.nl // www.westcordhotels.nl

Show and Exhibition Sepehr Maghsoudi

I give at 26 January in KunstENhuis a show and at 27 January an exhibition. The show is for a select company like, press, photographers, sponsors and invited guests. The exhibition is for everyone who want to see art and fashion.

www.sepehrmaghsoudi.com

Twelve - A new project by Alex ten Napel

Twelve' is about children of 12 years old. It's not only a portrait series that shows the similarities and differences between the children, but they also answer questions about their dreams and their future. This is a portrait of a new generation ...

www.eduardplanting.com

Celebrate Art and Fashion

Our artist Casper Faassen meets a talented fashion designer (for now still a secret). It will be a celebration of art and fashion during Amsterdam Downtown Fashion Week. With a grand opening of a fashion presentation at 8pm on Friday 20th of January 2012.

<http://www.galerierademakers.nl/>

FASHIONbrands exposed

Armani, Burberry and Chanel, fashion brands through the eyes of Annebel.

Fendi, Gucci and Hermes, they all have been characterized in Annebels d'u00e9filu00e9 off guess.

www.annebelevers.com, www.minishoppingcenterofcool.nl

Big ass shopping event in Open Shop!

Move your ass to Open Shop on sunday january 29th. Big ass sale! 25% discount on tthe entire collection between 12:00-19:00. See you there.

<http://www.openshopamsterdam.com>

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Temporary conceptstore "WARDROBE #01"

The best of Dutch fashion design and the perfect wardrobe are united in the temporary conceptstore 'WARDROBE #01'. The 46 items sold at "WARDROBE #01" are selected from different Dutch labels and represent 1 complete balanced high-quality wardrobe. Come visit us and lay a foundation for your own authentic wardrobe!

www.melangetrois.com www.fashionnl.com

New OOZOO summer collection 2012

Preview of the new summer collection 2012 of OOZOO Timepieces which will contain around 250 new models! The timepieces are also for sale, be one of the first.

The normal launch date of the new summer collection 2012 will be around four weeks later in February 2012.

www.oozoo.eu

Culture Couture - Fashion at the Tropenmuseum

Culture Couture showcases a selection of spectacular creations by students from the Fashion department of Antwerp's Academy of Fine Arts inspired by non-Western styles of dress. In the exhibition, the Tropenmuseum provides a platform for talented young designers and shows how authentic non-Western creations can inspire new, contemporary couture.

www.tropenmuseum.nl

Fashion & Magazines

When you're craving mags, Athenaeum Newscentre is the place to be. We carry hundreds of magazine titles from the big international glossies to obscure fanzines, we also stock a very fine selection of books about fashion, design, interior, travelguides and music. Come by and have look!

www.athenaeumnieuwscentrum.nl

Fashionshow David Paulus

The young designer David Paulus will present on saturday the 21st of January his new fashionshow: Alice & The Dolls.

The collection is inspired by the world of the porcelain Dolls.

www.davidpaulus.nl

Regal Tatter Invites

An opportunity for like minded creatives to come together to celebrate AFW 2012. Network and meet, promote creativity in Amsterdam.

Opportunities to view samples of products, collaborate in future networking opportunities.

Drinks and canapes are provided free to enhance the spirit.

The Feast of the Earl; Les Libertines

A decadent party dedicated to the seventeenth-century libertine the Earl of Rochester. His wild and bohemian lifestyle filled with art, music and literature inspired many. This theme is linked to modern times, to burlesque fashion with Pleasurements, to sensuous enjoyments with cognac and to new talent with Knuckleduster Agency.

www.brakkegrond.nl

The Naturalists.

Fancy spoons full of fashion?

The Naturalists captures future perspectives on nature in 5 dishes and 5 collages.

The result: a tasty colour, texture and print forecast for fashion fabrics 2013 and beyond. The naturalists is both a food=fashion eat'inspiration and an exhibition for all your senses.

www.deculinairewerkplaats.nl

Heidi Long - Constructed

Elements from architecture, graphic design and craftsmanship are used here as a starting point to create new designs.

Using planes builds Heidi Long her design. By playing with planes graphic lines will arise. The lines within the design on the material translated into a pattern.

www.heidilong.nl // www.westcordhotels.nl

International Style Station

Get a one way ticket to style. International Style Station is where you get off. Discover fresh work from a dashing crew crossing the borders of design and fashion.

<https://www.facebook.com/depotbg>

Nieuw Jurk - KRISIS

We would love to invite you to the presentation of collection KRISIS by Nieuw Jurk. A multidisciplinary fashion performance at a unique location.

www.nieuwjurk.com

Meet the Swans, the travelling boutique from London

Charlie + Mary are having some friends over from London during AFW. Swanfield has exhibited in London's Shoreditch, Soho and Hoxton, showcasing both local & international independent fashion designers. Now the Swans are taking a tour to Amsterdam to show their beautiful collections @Charlie + Mary

www.charliemary.com

Fashion photography exhibition

Charlie + Mary love Fashion, and they love Art. During AFW the fashion photography work of young artists (graduates and students of the Amsterdam Fashion Institute and the Royal Academy of Arts in the Hague) will be exhibited in the Charlie + Mary conceptstore.

www.charliemary.com

Photography by Ninette Schostack & Maaïke Staal

The shop/studio/gallery Soepboer & Stoker sells exclusive labels such as BLESS, Marloes Blaas and Reality Studio. The space is also used as a 'design' studio from which as well workshops in sewing are given. The gallery presents photography exhibitions from, amongst others, Blommers/Schumm, Scheltens & Abbenes and Freudenthal/Verhagen.

www.soepboerstoker.nl, www.ninette.nl, www.maaikestaal.nl

Amsterdam Fashion Institute & Het Ketelhuis present Fashion Films

Students of AMFI's Fashion & Visual Culture programme created five short fashion films inspired by their favourite Dutch designers. Each day the films are followed by a different fashion film classic. See www.ketelhuis.nl for the full programme.

La vie en Fashion

This is a cooperation between the DJ Duo Claire & Sheila Hill and Veronica Risch and Niels Voorbach (Waterfront Amsterdam) We guarantee the very best combination of people and Brands in Amsterdam. We are an official Partner of the Fashionweek Downtown.

MOTEL 'are you lonesome'

Motel Are You Lonesome' is an initiative of Lily Houben. She sees fashion as a cross-over between multiple artforms. 'Motel Are You Lonesome' is a parody on a song by Elvis as LILY's first collection is inspired by the time Elvis flourished. Be prepared for a fascinating fashionshow!

www.thisislily.com

Eudia hat atelier Singel 1

A unique little shop along the canals in Amsterdam, hat atelier Eudia. Here craftsmanship and design meet each other. In the atelier you can try, feel and buy one of kind a hats or give the young hat designer a bespoke assignment for your exquisite hat.

www.eudia.nl

Meet 'by SANNE JANSEN'

Please stop by to find out about the new label 'by SANNE JANSEN' ; slow fashion, for him and her, with a new outfit every month. A refreshing way of making fashion!

www.bysannejansen.com

Park Plaza Vondelpark, Amsterdam goes DOWNTOWN

Zondag is a small clothes store in the area of Cornelis Schuytstraat Amsterdam, for trendy and casual clothes. This week exhibits the shop her clothes in our hotel lobby.

www.parkplaza.com/fashionweekdowntown www.zondagamsterdam.nl

ONI by Cynthia Makiese

This young talented desinger shows the difference between two cultures in her fashion. Particularly the South African and Dutch. It will become a powerful show full of colourful fabrics, and the keywords of this show are to be proud as a peacock."

www.parkplaza.com/fashionweekdowntown

NOLA nonsense label

NOLA nonsense label stands for passionate&loveable - colourful&temperament-honest&best friend-shabby&chic-one of a kind-day&night-timless&endless. After the presentation is there a small sample sale.

www.parkplaza.com/fashionweekdowntown www.nonsenselabel.com

Fashion exhibition while zipping cocktails

Wendy Rombouts sees itself as an autonomous young fashion desinger. The exhibition is her graduate collection Human Origins; this collection is based on the human evolution. Her conceptual way of working creates a really interesting collection.

www.parkplaza.com/fashionweekdowntown www.wendyrombouts.com

SSSST! Amsterdam Fashion Institute & Sugar Factory present Fashion Photography expo opening

Students of AMFI' s Fashion & Visual Culture programme were challenged to visualize fashion in innovative and meaningful ways. Their best photography work is exhibited during 5 weeks in Sugar Factory as part of the SSSST! Campaign & seen on Posters throughout the city & on social media.

www.sugarfactory.nl

Digital fashion week

During Fashion week Downtown: Park Plaza Vondelpark, Amsterdam will show digital fashionshows in all her public areas. sponsored by fashionweekdigital

www.parkplaza.com/fashionweekdowntown www.fashionweekdigital.com

F/A/M/E + AFW

F/A/M/E + AFW afterparty

www.f-a-m-e-b-l-o-g.blogspot.com

Restricted sensation

Manouk Hasebos will debut at FASHION WEEK DOWNTOWN 2012 with her collection presentation 'Restricted sensation'. Highlight will be the release of her new jewellery line, integrated into the collection. A downtown-peak you are not supposed to miss.

www.parkplaza.com/fashionweekdowntown www.manoukhasebos.com

Miss Taylor

On the 27th of January Miss Taylor will have it's premiere night in the Escape Amsterdam. This event, in the unique vintage style and with quality house music, will be the perfect moment for Miss Taylor to present herself to Amsterdam.

<http://www.misstaylor.nl>

Where to find fair clothing

Fair Wear Foundation works towards better labour conditions in the garment industry. In January, we'll show the public where in Amsterdam they can buy clothes from brands FWF works with. The action takes place both on the streets and in social media. Participating brands include Acne, Filippa K, McGregor.

www.fairwear.org

Hypercrafting fashion

Experimenteer en creeer met alle hightech apparatuur in Fablab Amsterdam; stoffen graveren, snijden, frezen of experimenteren met interactief textiel; een combinatie van stoffen, electronica, digitale technologie.

www.events.waag.org www.waag.org

Heidi Long - Constructed

Since the beginning of her career as a fashion and textile designer Heidi Long has developed a way of designing always returns within its collections.

Elements from architecture, graphic design and craftsmanship are used here as a starting point to create new designs.

www.heidilong.nl www.westcordhotels.nl

JUTKA & RISKKA out of space

You are invited to the presentation of our spring/summer 2012 collection of vintage, limited edition garments and accessories designed & found especially for AIFW. The theme of this collection is OUT-OF-SPACE. An one-day pop-up shop from 12:00 till 01:00. A day with fashion shows every hour from 18:30 till 22:30, shopping, give-away and party with dj DIM BROWSKY

www.jutkaenriskka.com

Exclusive launch of Piet Paris Tableware@Options

Exclusive 'Girl Talk Tableware' launch at Options! by renowned fashion illustrator Piet Paris in collaboration with Jansen + co. All products are unique, made by utilizing industrial production and hand finish by skilled craftsmen.

www.optionsamsterdam.com

Fashionably Puurr

During AIFW The Hague Concept Store PUURR will host an exclusive fashion party on the magnificent Pure-liner ship. Line up: Don Diablo, The Flexican vs Sef, Michael Mendoza and Mitchell Niemeyer. More information on www.puurr.nl

www.pure-liner.nl

Contemporary Craftsmanship

Proper craftsmanship not only requires knowledge of materials and techniques, but above all passion and experience.

The Oogst sieraden (Harvest Jewellery) goldsmiths design and execute one-of-a-kind jewellery in their boutique with a studio located in the heart of the Jordaan, Amsterdam. Here craftsmanship meets elegance and design.

www.oogst-sieraden.nl

Fashion movies

Rencontre Christian Louboutin,
Documentaire, Chic le best du samedi,
Le jour d'avant – Jean Paul Gaultier,
Réalisation Loïc Prigent,
Sonia Rykiel - Le jour d'avant,
Regie Loïc Prigent

<http://www.institutfrancais.nl/nl/culturele-agenda/elders/evenementen/fashion-week/#>

Official opening Tattoo Parlour Het Ruyterhuis

Ben de Boef opens his tattooshop the 27th of January. "Tattoo Parlour Het Ruyterhuis" is based in a monumental building, once build by famous 17th century's Dutch admiral de Ruyter . The interior is styled by fashion designer Sjaak Hullekes. Hullekes won the Mercedes-Benz Dutch Fashion Award in 2009.

www.hetryterhuis.com

Rosa Rosas

Live music, DJ's, free drinks, fingerfood and (vintage) shopping!

www.rosarosas.nl

<http://www.facebook.com/media/set/?set=a.296060603765803.69065.104479572923908&type=1#!/>

Introduction Atelier LeonLeon

Introduction of Atelier LeonLeon couture label. Cocktail and evening wear are presented in a pop-up-store in the Van Baerlestraat 154. Come see the collection and meet & greet the designer Leon Klaassen Bos to see what he can do for you.

www.atelierleonleon.nl

Fashion&Foam

Foam is Foams new, temporary location. A gallery space and concept store, &Foam caters to a broad audience, from photography enthusiasts to people interested in fashion, music, design and film. Quarterly a new presentation and stock, kicking off with Fashion&Foam. Expect limited edition prints, specialized books, young fashion and photography talent, magazines and other products of high merit, photography related. Partners: Dutch Fashion Foundation, Rush Hour en The One Minut

www.foam.org

Fashion Film: Fragile

Fashion Film Presentation of the new, F/W 2013, Fragile by DORHOUT MEES.

www.dorhout-mees.com

The College Jazz

Live music 'Trio van Beeck'. Belvedere vodka cocktail bar, The College Bar. From 18.00 plat du jour in The College Restaurant. www.thecollegehotel.com

THE WAR ON DRAGS/Based on a true story

at the gallery Meneer Malasch 'WAR ON THE DRAG / Based on a true story' highlights different views on the concept of beauty. For the Downtown project, Meneer Malasch invited a fashion designer to present designs that match the theme of the current exhibition.

www.meneermalasch.nl