



AMSTERDAM 14/18 JULY 2010

INTERNATIONAL FASHION WEEK

13^{NO.}

Amsterdam International Fashion Week Past and future

The next edition of Amsterdam International Fashion Week is being held in July. From Wednesday the 14th until Sunday the 18th of July 2010 the official catwalk programme is filled with starting designers established professionals and prominent labels like Spijkers & Spijkers, Iris van Herpen, Hyun Yeu, Individuals by AMFI, Lichting 2010 by G-Star Raw, Frans Molenaar Prijs '10, Daryl van Wouw, NÖN by Kim, ROPAROSA, Monique Collignon, The Red Rail, Dagmar, Sandwich, Hunkemöller. AIFW is being closed with the celebration of 6 years Dutch fashion by Club BRILLANT. In addition AIFW offers perspective to young ambitious designers, by creating the possibility to show at the Fashion Week LAB. Fashion Week DOWNTOWN, the public programme, is placing Amsterdam on the map as a fashion city. The official kick-off of Fashion Week DOWNTOWN (9th till 18th of July) will take place on Friday 9th of July, 17h00 at Maison de Bonneterie.

AIFW present and future

The 13th edition of AIFW is the last edition led by current. The Amsterdam fashion week is sold by Financial director Pieter de Haan to Hans van der Linden of the Brand2Event Group and Bart Maussen of the Maussen Group. After Pieter de Haan build Fashion Week to its current size, he withdrawals from active business. In September the new owners, together with Merle Deterink, Programme Director of the organization, present the plans for the future.

"We look back at a fantastic time and we look forward to a fantastic edition and we have all faith in a great future for AIFW!" According to Merle Deterink

Fashion Week LAB.

Fashion Week LAB. offers starting ambitious designers a platform to present their label. The designers get the opportunity to present their collection at the official AIFW venue. Therefore they can profit of the traffic and commercial chances AIFW offers. This initiative must contribute to the development of the designer to independent entrepreneurship. The participating designers are: Quoc Thang, .MARLOESBLAAS., NICOLAAS., heren van koster, 'Une petite robe NOIRE' by Indra Welman, MaryMe-JimmyPaul, Jiska van Rossum, Franciscus van der Meer and Oda Pausma.

Business programme

Due to the huge success the 2nd edition of the Fasterclass is getting started to close the identified gap between creativity and commerce. The business programme focuses on entrepreneurship within the fashion industry. there will be a follow up to the Fashion Fasterclass on Friday the 16th of July.

Mattijs van Bergen, Participant: *"I think the Fasterclass is a great initiative because it addresses the problems many designers come across when they launch a business. If you are a creative, being able to think as an entrepreneur or finding someone who will do that for you is the key to success. During the Fasterclass, experts from various parts of the fashion business taught us the basics of running a label."*

Sponsors

Fortis Bank Nederland has been a partner of the Amsterdam International Fashion Week (AIFW) since 2005, and main sponsor for the fourth time. The bank is aware of the growing importance of the fashion industry in the Netherlands. As main sponsor of the Amsterdam Fashion Week, Fortis Bank Nederland* demonstrates its commitment to the fashion industry and confirms its position as the financial partner of choice for fashion brands. The bank focuses primarily on the development of young, talented fashion designers by giving them a platform for their first steps towards business success in the fashion world. To close the gap between the fashion academy and the business world, is since last year, initiated by the bank, the masterclasses for designers, the Fashion Fasterclass.

AIFW is supported by the following partners: Sanoma Uitgevers, Redken 5th Avenue NYC, Maybelline New York, American Express, Volvo Cars, Ernst & Young, Rosemount, Moët & Chandon, Lavazza, The College Hotel, Esqo Living en Amsterdam Partners

For the complete programme take a look at www.amsterdamfashionweek.com

*Because of the upcoming integration between ABN AMRO and Fortis Bank Nederland this summer's edition of Amsterdam International Fashion Week will be sponsored by the brand ABN AMRO.

For more press information or interviews concerning AIFW you can contact: Spice PR: Mijke de Jong, aifw@spicepr.nl phone.(+31) 020 – 489 1031.