



#### **Amsterdam International Fashion Week No. 14**

*AIFW combines new talent, established names and trendsetting labels*

**Amsterdam, December 13th 2010 – The 14<sup>th</sup> Amsterdam International Fashion Week (AIFW) will be held at the Westergasterrein in Amsterdam from 26 to 30 January 2011. Opening the official runway presentations on Wednesday, 26 January will be a show by Jan Taminiau. The schedule for the following days will be filled with new talented designers, established names and trendsetting fashion labels. New names on the programme include Bas Kosters, Tony Cohen and Velour. The Fashion Week LAB. will provide a platform for eight ambitious young designers. In addition to the shows, the AIFW will organise DOWNTOWN, a varied programme of fashion-related activities open to the public that will open at the INDIVIDUALS brand store.**

#### **AIFW: 'Celebrate, Connect & Grow'**

The Amsterdam International Fashion Week (AIFW) was launched in 2004 to put Amsterdam on the map as an inspiring, internationally oriented fashion destination. By now, the AIFW has become the most important semi-annual fashion event in the Netherlands. By providing a platform for the most beautiful and the very best that the Netherlands has to offer in fashion design, the AIFW is celebrating the creativity, glamour and magic that fashion inspires.

The AIFW devotes itself all year long to connecting people by creating bridges between culture and commerce, education and the business community, and fashion and other creative disciplines. Its partners are found in various disciplines within the fashion industry and include designers, businesses, academies and branch organisations. The AIFW sees bringing together various fields and strengthening the fashion network as one of its key tasks. It also sees itself as a platform determined to grow in size and impact.

Even more than its own growth as a platform, the AIFW seeks to increase the success of the Dutch fashion sector: to ensure the recognition and guidance of talented designers, the growth of start-ups into successful businesses, an emphasis on success, and the sharing of expertise and ideas. The AIFW is the leading platform for addressing these themes, particularly in regard to looking ahead, the promotional aspects, and cooperation.

**END OF PRESS RELEASE**

Not for publication:

For questions from the press and/or interview requests regarding the AIFW in January 2011, you can contact:

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## **PRESS INFORMATION**

Attachment to the press release for the AIFW in January 2011

### **Runway presentations**

Jan Taminiau will open the official runway presentations on Wednesday, 26 January. The schedule for the following days will be filled with new talented designers, established names and trendsetting fashion labels: Bas Kosters, Tony Cohen, SIS by Spijkers en Spijkers, SuperTrash, Addy van den Krommenacker, Velour, .MARLOESBLAAS., Elsie Gringhuis, MC by Monique Collignon, INDIVIDUALS by AMFI, Hunkemöller and Club BRILLANT presents L'Agence A/W 2011, including the worldwide launch of the very first L'Agence sunglasses collection by Sama Eyewear. The Club BRILLANT show will conclude the 14<sup>th</sup> AIFW on Sunday, 30 January. The complete schedule for the runway presentations is attached to this press release.

### **Fashion Week LAB.**

Fashion Week LAB. provides a platform for many new talented designers. The LAB. gives promising designers a chance to show their collections at one of the official AIFW venues set up by the AIFW specifically for this purpose. This platform allows these designers to take advantage of the commercial opportunities made available by the AIFW and helps them develop into independent entrepreneurs. The designers participating in the Fashion Week LAB. on Thursday, 27 January are Roparosa, Bravoure, Roye Hesam, ZEM by Samira Algoe, Lhana Marlet, Marije de Haan, GOMEZ ESSER DESIGN and Musa Sarah.

### **The Green Fashion Competition**

One of the initiatives taking place in the course of the year is the Green Fashion Competition. The objective of this competition initiated by the Dutch Ministry of Economic Affairs, Agriculture and Innovation is to create an awareness of how the fashion industry can improve its impact on biodiversity. By now, the first two rounds of judging have already taken place. During the Grand Finale of The Green Fashion Competition that will be held on Thursday, 27 January, the winner will be selected from among the remaining eight finalists (Bright Young Things, Elsie Gringhuis, Farrow & Tan, GOMEZ ESSER DESIGN, NÖN by KIM, Oat shoes, Viral and Winde Rienstra).

## **Business Programme**

The Pitch Meeting 2010 will take place on Friday, 28 January. The Pitch Meeting will give six designers who took a Fashion Fasterclass in presentation skills an opportunity to present themselves to fashion professionals with the intention of realising a collaboration.

The second part of the Business Programme consists of a Fashion Fasterclass that will bring a large group of designers into contact with consultancy, legal and financial professionals. The experts will give a number of workshops for fashion designers about the do's and don'ts of doing business.

The objective of the Business Programme is to make designers aware of the challenges and opportunities related to commercial side of running their business. Many fashion designers are confronted with the same difficulties when starting their careers, yet many of these difficulties could be avoided easily by having access to the right knowledge ahead of time.

### **Expertmeeting: Labelling Dutch**

Under the direction of José Teunissen, lecturer in fashion design at ArtEZ, the research results of the project 'Dutch Fashion Identity in a Globalized World' will be presented by Prof. Anneke Smelik during this meeting of experts. This will be followed by round-table discussions made up of experts and researchers.

The study being discussed was an attempt to discover a Dutch fashion identity by answering various questions such as 'What is typical of Dutch fashion?', 'Is there such a thing as a Dutch fashion identity?' and 'What role does national identity play in Dutch fashion?'

According to José Teunissen, *'The AIFW is the perfect opportunity to present the progress of this research and to enter into a dialogue about it with experts in this professional field.'*

## **AIFW Sponsors**

ABN AMRO has been a partner of the Amsterdam International Fashion Week since 2005, and this is the fourth time it has served as the lead sponsor. The bank is aware of the growing importance of the fashion industry in the Netherlands. As the lead sponsor of the AIFW, ABN AMRO is displaying its involvement in the fashion industry and establishing its position as a financial partner of businesses in this sector. The fact that the bank has set up a special ABN AMRO Fashion Desk at its offices on Leidseplein in Amsterdam also shows how closely involved ABN AMRO is with the fashion sector. From this desk, certain account managers who are thoroughly acquainted with this sector are already making their expertise available to a substantial number of clients in the fashion business. Knowing what is important to people in this business, they can provide them with excellent advice. The bank also focuses on the development of young talented couturiers by providing them with a platform from which they can take their first steps on their way to a commercial success in the world of fashion. To close the gap between training as a fashion designer and entering the business as a professional, last year the bank launched a master class for designers: **the Fashion Fasterclass**.

Also contributing to making the AIFW possible are Sanoma Uitgevers, Redken 5th Avenue NYC, Maybelline New York, American Express, Volvo Cars, Vodafone, Rosemount, Moët & Chandon, Lavazza, Hillenaar, The College Hotel, Esqo Living and Amsterdam Partners.

