



**Public programme for the Amsterdam International Fashion Week announced
10 x 10 Exhibition by INDIVIDUALS by AMFI official opening of the DOWNTOWN programme**

Amsterdam, 10 January 2011 – At the end of this month, Amsterdam will live and breathe fashion. During the 14th edition of the Amsterdam International Fashion Week (AIFW), fashion professionals can indulge themselves in a large number of shows by well-known designers on the grounds of the Westergasfabriek. Moreover, 21 January marks the launch of the AIFW DOWNTOWN programme. For a period of nine days, stores, galleries and clubs throughout the city will be organising a wide range of exhibitions, shows, shopping routes, launches and parties. The DOWNTOWN programme will kick off with the exhibition 10 x 10 by INDIVIDUALS by AMFI. In contrast with the catwalk shows, all items of the DOWNTOWN programme are open to the public.

10 x 10 of INDIVIDUALS by AMFI

AIFW DOWNTOWN will be opened on 21 January, 5 p.m. with the exhibition 10 x 10 by INDIVIDUALS by AMFI. The exhibition comprises ten iconic elements that characterise the fashion label, inspired by ten generations of young INDIVIDUALS who have made the brand what it is today. After the opening, the 10 x 10 exhibition will be open to the public for the remainder of the week.

iNDIVIDUALS

Official invitation / 21-01-2011



Friday, January 21st from 17.00 till 20.00 hrs
Individuals opens Downtown, the public programme of the Amsterdam International Fashion Week, with the exhibition '10x10', based on ten iconic elements that characterize the brand.

Location: By AMFI Statement Store, Spui 23, Amsterdam

Individualsatam.nl

RSVP [HERE!](#)

The AIFW DOWNTOWN programme

AIFW DOWNTOWN has a very extensive programme. The following is a selection from the many activities that will be taking place:

- **Maison de Bonneterie** will be organising the **Designer Market**, every day from 11 a.m. – 5:30 p.m. On Friday 21 January, the by now very popular Designer Market will open at 7:30 p.m.
- On Saturday 22 January, **Styletoday.nl** will be organising **FASHION ADDICTED**, starting at 11 p.m. in Panama. A unique fashion party by and for everyone who works in or with fashion and for everyone who wants to celebrate the start of the 14th AIFW! Get your name on the guest list!
- On 29 January, **Supertrash** will be throwing a party in the Gashouder building.
- **Parties open to the public:** On 29 January, you are welcome to attend **BOWERY** in **Jimmy Woo** and **ValtiFashion** in **WesterUnie**.

- The **Modefabriek** ('Fashion Factory'): Already the **30th** edition of this fashion event for professionals in Amsterdam RAI, 23 and 24 January from 10 a.m. – 6 p.m.
- Opening of the **OntFront Brandstore** on 22 January from 4 p.m. – 7 p.m. at Haarlemmerdijk 121.
- **Ocultus entre el bosque!** You're in for a big surprise at this exhibition, which came out of a collaboration between fashion designer **Zyanya Keizer**, photographer **Linda Mosterd** and audiovisual artist **Sandrijn van der Horst**. Opening Saturday 22 January, 2 p.m.
- On Sunday 23 January, from 5 p.m. – 7 p.m., catch up in a relaxed atmosphere during the **Jazzy Sunday Afternoon** in the **College Hotel**.
- The **Amsterdam Historisch Museum** presents **A'DAM, man & mode**: an exhibition about the Amsterdam male's clothing habits over the centuries. Open daily from 11 a.m. – 5 p.m.
- **Film & Fashion in the Ketelhuis**: Four fashion documentaries will be presented in the Ketelhuis during AIFW, namely '*Valentino the Last Emperor*', '*Yves Saint Laurent L'Amour Fou*', '*Lagerfeld Confidential*' and '*The September Issue*'.
- **Westergoud** will be showing '**Your Hallucination is Now Complete**', a new video work by **Steven Klein**. The work sketches a portrait of various fashion series that were photographed between 2001 and 2010. The video work can be viewed between 10 a.m. – 6 p.m. from Friday 28 to Sunday 30 January in the Westergasfabriek.
- On Tuesday 25 January, pay a visit to the **House of NÖN**, the 6th collection of **NÖN by KIM**. Location and time can be checked via www.amsterdamfashionweek.com. Invitation only.
- **True Blue by Bugaboo**, the launch of the new **Bugaboo Denim 107** collection, will be celebrated during AIFW with a variety of events. Locations and times can be checked via www.bugaboo.nl.
- Especially for the beauty and fashion press, Redken will be organising an exclusive preview dealing with hair fashion trends during the **Redken Press Launch** on Monday 24 January. Invitation only.
- Allow yourself to be overwhelmed on Saturday 29 January by **Escapism by Ready to Fish**, every half hour between 5:30 p.m. – 8 p.m. Visit www.readytofish.nl for further details.

For the full programme, check out [AIFW DOWNTOWN](#).

Amsterdam International Fashion Week

Amsterdam International Fashion Week (AIFW) was established in 2004 to put Amsterdam on the map as an inspiring and internationally oriented fashion destination. AIFW has since grown into the leading half-yearly fashion event in the Netherlands. AIFW provides a platform for the finest and best that the Netherlands has to offer in the world of fashion, 'celebrating' the creativity, glamour and magic that fashion can generate. The show programme and the lectures are specifically oriented towards professionals working in the fashion sector and are held on the grounds of the Westergasfabriek. The public programme Fashion Week DOWNTOWN was set up in response to the enormous demand by the general public and is hosted in a variety of venues spread across Amsterdam.

AIFW sponsors

ABN AMRO has been a partner of the Amsterdam International Fashion Week since 2005, and is acting as the main sponsor for the fourth time this year. The bank is aware of the growing importance of the fashion industry in the Netherlands. As the main sponsor of AIFW, ABN AMRO shows its commitment to the fashion industry and confirms its position as financial partner of companies working in the fashion sector. The fact that ABN AMRO feels a close involvement with the fashion sector is already apparent in the special Fashion Desk that the bank has set up in its office at Leidseplein in Amsterdam. From this location, various account managers, who already serve a substantial number of fashion clients and know the ins and outs of this sector, share their expertise. They have a good feeling for what makes fashion entrepreneurs tick and can therefore optimally advise them. In addition, the bank focuses on the development of young, talented couturiers, by offering them a platform for their first steps en route to commercial success in the world of fashion. To bridge the gap between the fashion study and the world of business that follows, since last year designers can attend a master class initiated by the bank: the Fashion Fasterclass.

In addition, AIFW has been made possible thanks to the generous support of Sanoma Publishers, Redken 5th Avenue NYC, Maybelline New York, American Express, Volvo Cars, Vodafone, Rosemount, Moët & Chandon, Lavazza, Hillenaar, The College Hotel, Esqo Living, Martini and Amsterdam Partners.

Not for publication:

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