



Spectacular opening Amsterdam International Fashion Week Kickoff with Spijkers and Spijkers and Tony Cohen

Amsterdam, July 13 - The fifteenth edition of the Amsterdam International Fashion Week (AIFW) opened Wednesday evening with great interest from (inter) national press and shows by Dutch designers with international allure. Designer duo Spijkers and Spijkers opened the soiree with a spectacular catwalk show in which they presented the new collection of their second line SIS by Spijkers and Spijkers. Tony Cohen treated the audience to an elegant combination of his-end luxury lines.

Summer inspiration

SIS by Spijkers and Spijkers is a summer collection inspired by Summersports and the Olympics in the '20s. "Zus" Braun, the first Dutch Olympic swimming champion, (1928) was this colourful collection's muse, which heralded an era of female independence, passion and lifestyle.

The Arnhem designers' collection contains graphic elements and motifs that evoke boulevards, palm beaches, sun, sea and water. Casual and smooth silhouettes, summer pictures of naughty girls in bathing suits and elegant evening dresses with diagonal quarters and "Bain de Soleil" prints set the tone. The collection consists of bright and airy materials. The palette moves from light to bright and soft and sultry.

Party look

The Amsterdam designer Tony Cohen showed a combination of his high-end luxury lines ATELIER TONYCOHEN and TONYCOHEN. These lines are characterized by Tony Cohen's signature look, consisting of asymmetric shapes and sleek, high-end fabrics which create ultra feminine silhouettes. ATELIER TONYCOHEN provides a pure party look, characterized by glitz, glam and gala. The TONYCOHEN line translates this cocktail style into more everyday look. On Sunday, Tony Cohen will be showing his third line 2LOVETONYCOHEN AIFW, a street wear collection.

Programme AIFW

AIFW takes place from Wednesday July 13th to Sunday, July 17th at the Westergasterrein in Amsterdam. Both established designers and young talents present their collections for fashion professionals. The catwalk shows are broadcasted live every day through a live stream on the official AIFW website. Last Friday (July 8) the off-schedule DOWNTOWN programme launched, offering a public programme spread over 60 locations in the inner city of Amsterdam.

About AIFW

Amsterdam International Fashion Week (AIFW) was set up in 2004 in order to put Amsterdam on the map as an inspirational and internationally oriented fashion destination. AIFW has grown to become the major fashion event held every six months in the Netherlands. AIFW offers talented designers starting out and established designers a platform for presenting themselves to the wider public and to commercial parties. Furthermore, AIFW supports new talents in their development and professionalization, so that they can ultimately obtain a commercial right of existence.'

End Press Release

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