



## **PRESS RELEASE**

### **Fashion Week DOWNTOWN**

#### **Official opening at College Hotel Amsterdam**

Amsterdam June 28<sup>th</sup> 2011 - Amsterdam is entirely devoted to fashion from Friday July 8<sup>th</sup> up until Sunday, July 17<sup>th</sup> due to Fashion Week DOWNTOWN. AIFW's public programme encompasses many locations throughout the city, with shops, galleries and clubs hosting various exhibitions, shows, shopping routes, launches and parties. Fashion Week DOWNTOWN is programmed parallel to the official Amsterdam International Fashion Week (AIFW) catwalk schedule and is publicly accessible. The official opening event will take place at the College Hotel in Amsterdam on Friday July 8<sup>th</sup> at 5:00 p.m. with a show by third-year students from the Royal Academy of Art in The Hague.

#### **Fashion Week Opening DOWNTOWN**

The festive opening of Fashion Week DOWNTOWN will take place at The College Hotel in Amsterdam. Miriam de Waard, Evelyn van Pruissen & Christa van der Meer, third year students from the Royal Academy of Art in The Hague, will present their collections. Opening Friday, July 8 5:00 p.m. to 7:00 p.m.

#### **DOWNTOWN highlights**

Fashion Week DOWNTOWN includes an extensive program of exhibitions, shows, shopping routes, launches and parties. Some highlights are:

#### **Fashion Addicted - Styletoday & Panama**

Start AIFW with the opening ceremony by Styletoday and Panama: Fashion Addicted! Open to public on Saturday, July 9<sup>th</sup> from 11:00 p.m. to 3:00 a.m., admission € 15, -

#### **Fashion Week Shopping Route**

This year AIFW has organised three shopping routes in Amsterdam city centre. The shopping routes are individually themed as: Denim, Design and Sustainable. Stores participating in the shopping route can be identified by a DOWNTOWN sticker and/or a sticker with a QR code on the window. Scan the QR code and follow AIFW's favourite spots on Whatser <http://www.whatser.com/users/22449>. The routes are available from [www.amsterdamfashionweek.com / downtown](http://www.amsterdamfashionweek.com/downtown). Open to the public - during Fashion Week

#### **Couture Treatment – Dentist Lassus Keizersgracht 132**

On Tuesday, July 12<sup>th</sup> at 19:00 a unique live fashion editorial will take place at Lassus Dental Care on the Keizersgracht 132. Dutch couture pieces by leading couturiers will be presented in a special, high-tech environment. The event is an initiative by Lassus Dental Care with styling by Li Merkxx, curated by AIFW Programme Director Carlo Wijnands.

#### **Nocturnal Delight - exhibition of Hans Withoos - Gallery Eduard Planting**

Enjoy a new series of photographs by Dutch photographer Hans Withoos, based on the seven deadly sins. Fashion (and models) play an important role in the stunning scenes created by Hans Withoos. Exotic, erotic, sometimes shocking but always with a great sense of style! Open to the public - 08, 13, 14, 15 and July 16 from 1:00 p.m. to 6:00 p.m.

#### **Crème Fresh presents Lotte van Keulen, Femke Agema & Ellis Biemans - Trouw**

After the success of the first edition last winter, Crème Fresh is back this summer with three installations by young designers. Open to public on Tuesday, July 12<sup>th</sup> from 8:00 p.m. to 9:00 p.m.

### **FOAM Pop-in Museum Presents Wild Folded - Museumplein**

Especially for AIFW, FOAM is organizing a sustainable catwalk with artists Koosje Ruijgrok and Tessa Teixeira de Mattos. The duo will showcase 'Wild Folded', accessories developed from a fascination with animals. Inspired by the exhibition 'Capricious Presents - The continuity of Chaos ". This new work is created exclusively for FOAM. The objects are for sale at Foam Pop-in after the show. Music is provided by Red Light Radio. For more information: [www.wildfolded.nl](http://www.wildfolded.nl). Open to public on Friday, July 15 from 5:00 p.m. to 7:00 p.m.

### **Anti Fashion Party Space Cave # 10 - by Bas Kosters - Gazz Pazzanistraat 1**

ANTI-FASHION PARTY IS THE BEST PARTY IN THE WORLD! Best line up, always beneficial. Starring Anti Fashion Awards, DJ Wannabeastar, MNR. Broekjevol & Mrs. Broekjevol. Open to public on Friday, July 15th from 11:00 p.m. to 5:00, admission € 9, -

### **Trash & Treasures - Magna Plaza**

The legendary Trash & Treasures Sale during Fashion Week is back with a For Day Shop in cooperation with Overdose.am. The people at the previous edition of Modefabriek are able to have a say about it. Bags full of beautiful, vintage and 'second-hands', young designers and the best brands. Prior to the Modefabriek in Magna Plaza! Expect cake, gadgets, cocktails, art and other stuff that will make you greedy. Open to public on July 16 & 15 from 10:00 a.m. to 7:00 p.m.

### **Animal Parade Jutka & Riska - Bilderdijkstraat 194**

At the Jutka & Riska's opening ceremony unique and limited edition clothing and accessories will be presented for Fashion Week DOWNTOWN. Enjoy the rattling introduction of animal designs. The items are on display and for sale in the shop during Amsterdam International Fashion Week. Open to public on Sunday, July 10 from 4:00 p.m. to 7:00 p.m.

### **About AIFW**

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 become the number one biannual fashion event in the Netherlands. AIFW offers talented new and established designers a platform to present themselves to the larger public and commercial parties. AIFW further supports starting talent in the development and professionalism of their brands, which eventually contributes to them acquiring commercial existence.

### **Sponsors AIFW**

Vodafone has become the Amsterdam International Fashion Week main sponsor from the anniversary edition in July 2011. Vodafone the Netherlands is part of the Vodafone Group, the world's leading international mobile telecommunications group, with approximately 370 million customers per March 31, 2011. For more information, go to [www.vodafone.nl](http://www.vodafone.nl) and [www.vodafone.com](http://www.vodafone.com).

In addition, AIFW sponsored by ABN AMRO, Sanoma Uitgevers, Redken 5th Avenue NYC, Maybelline New York, American Express, Volvo Cars, Rosemount, Lavazza, to Hill, College Hotel, Bacardi and Piper Heidsieck.

### **END PRESS RELEASE**

### **Not for publication:**

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