



AMSTERDAM INTERNATIONAL FASHION WEEK N° 15
Jubilee edition opens with Spijkers & Spijkers and Tony Cohen

Amsterdam, 17 June 2011 – From 13 to 17 July 2011, the 15th edition of the Amsterdam International Fashion Week (AIFW) will take place at the Westergasterrein in Amsterdam. On Wednesday 13 July, at 6 pm, the official catwalk programme will be opened by Spijkers & Spijkers. At 9 pm, designer Tony Cohen will show. The following days will be filled with creative expressions from talented new designers, established names as well as leading fashion labels.

Wednesday 13 July: Opening soirée

The opening soirée will feature designers who usually exhibit abroad. Twin sisters Truus and Riet Spijkers from Arnhem, familiar names in the world of Parisian fashion with their Spijkers & Spijkers label, have been invited to open AIFW this year. During the opening soirée, the Amsterdam designer Tony Cohen, who until recently showed exclusively at New York Fashion Week, will show his new collection as the second event of the opening soirée.

Thursday 14 July: Talent Day

The theme for Thursday is encouraging talent. Fashion Week LAB. gives young designers the chance to show their collections at one of the official AIFW locations, so that they can take advantage of the commercial opportunities offered by AIFW and the presence of the national and international media. This initiative will contribute to developing these designers into independent entrepreneurs.

Lighting 2011/ Generation 12

Generation 12 is a show put on by the 5 top masters students on the ARTEZ masters course. This show is certain to be one of the highlights of the event.

Since 2007 Lighting has been the main showcase for young talent to present their work to the fashion industry. This is an initiative from Amsterdam International Fashion Week, HTNK and Premsele in collaboration with G-Star Raw. The winner of Lighting 2011 will walk away with the G-Star Raw Talent Award, a springboard to a promising career.

Friday 15 July: Business Day

Most people will be aware of AIFW from their catwalk shows, but during this week they will be organizing numerous other activities, bridging the gap between creativity and commerce. Friday will be devoted to the AIFW Business Program, with well-known businesses sharing their knowledge and expertise with designers with the aim of improving their business operations.

Saturday 16 July: The Green Fashion Competition

On Saturday, registration will begin for The Green Fashion Competition (TGFC). This design competition is a collaboration between AIFW and the **Ministry of Economic Affairs, Agriculture and Innovation (EZL&I)**, and aims to encourage the participants to consider corporate social responsibility in their designs for the fashion industry, with support for biodiversity as a central theme. The Green Fashion Competition will run workshops for young entrepreneurs with a focus on business and creativity and provide a platform during the 16th edition of AIFW making the expertise and connections of the AIFW network available to participants.

Sunday 17 July: Close

Fashion Week will close on the Sunday with a second show by Tony Cohen followed by Club Brilliant, featuring creations by Dennis Diem.

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.'

Vodafone : Main Sponsors of Amsterdam International Fashion Week

Starting in the Jubilee Year 2011, Vodafone are main sponsors of Amsterdam International Fashion Week. Vodafone Nederland is part of the Vodafone Group, the world's leading international mobile telecommunications group qua turnover, with approximately 370 million customers as of 31 March 2011. For more information, visit www.vodafone.nl and www.vodafone.com

In addition, AIFW was made possible by the following companies: ABN Amro, Sanoma Uitgevers, Redken 5th Avenue NYC, Maybelline New York, American Express, Volvo Cars, Rosemount, Lavazza, Hillenaar, The College Hotel, Bacardi and Piper Heidsieck.

End of press release

Press Office: Amsterdam International Fashion Week

In the appendix you will find the complete program for the 15th Amsterdam International Fashion Week. For press enquiries and requests for interviews relating to AIFW July 2011, please contact M*PR - Fashion & Lifestyle Press Office.

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