



Amsterdam Fashion Week presents program in amended form

From 17 to 19 September, Amsterdam fashion Week will present an intimate and diverse program, including young talents as well as established brands.

For the first time in fashion history the opening of Amsterdam Fashion Week will be outside of Amsterdam. In collaboration with internationally acclaimed coats and bags label KASSL, the opening night will be organized in Museum Voorlinden in Wassenaar on September 17.

PROGRAM

Thursday 17 September

On Thursday Elzinga starts with a performance in combination with a photography exposition, and lingerie brand *Love Stories* will host a 'Wake-up service'. Sustainable couture designer *Ronald van der Kemp* has created 29 unique face masks. Under the name 'Couture for change' these will be sold in an online charity auction by Christie's Amsterdam and the entire profit will benefit The Refugee Company. In the evening, the guerilla exposition of *KASSL* takes place in several exhibition rooms of *Museum Voorlinden*.

Friday 18 September

Friday starts off with the talent program of *Duran Lantink* in collaboration with *Batavia Stad Fashion Outlet*. The participants of the 'Visions of' program will show their individual creations in the former V&D building 'Kalverstraat 219' of IEF Capital. Thereafter, Belgium couture designer *NATAN* will present his SS21 collection at the *Eye Filmmuseum*. Our Friday schedule will come to an end with a 'Live installation' by Ronald van der Kemp at hotel *De L'Europe*, and designer *Bodil Ouédraogo* in the *Stedelijk Museum*. Her presentation will be using projections to show us 'the art of dressing up'.

Saturday September 19

On Saturday AFW will be returning to the Kalverstraat to showcase three young labels. *Cruèl*, founded in 2018 by the designer William Ampofo, will present its SS21 collection. The label *Reconstruct* is pressing the REset button and will take us on a trip to their new reality, and the new collection of *Mulas Hybrid Haus* will be translated into a fashion film made in collaboration with visual artist Mila van der Linden. In addition, *Scotch & Soda* is supporting young talents by inviting 10 fashion students to customize hoodies from the brand's Fall/Winter' 20 collection.

LICHTING and Dylan Westerweel

Lichting is an essential part of AFW, where the 14 best fashion graduates of 2020 present their creations to an international jury of experts. This performance, together with the show of *Lichting* 2019 winner *Dylan Westerweel*, will take place on the 23th of October at the *Hermitage*.

Quote Danie Bles - owner AFW

"This edition of Amsterdam Fashion Week feels extra special. Particularly in these times it is very important to offer a platform to new as well as established talents to 'celebrate' creativity. Themes such as connectivity, change, diversity and sustainability are therefore a crucial part of the program. We are looking forward to an inspiring and intimate AFW with a large digital reach."

PODCASTS

Now more than ever, the year 2020 brings the opportunity for a good conversation. AFW will launch a first series of podcasts during its upcoming edition, consisting of conversations with various designers and entrepreneurs on topics such as sustainability, innovation and entrepreneurship during Covid-19. These podcasts can be listened to via amsterdamfashionweek.nl.

COVID-19

The culture and fashion industry are taking severe hits during these challenging times. Therefore, especially now, AFW wants to offer support to young talents, designers and brands. AFW will be organizing the shows and performances within the rules set by the RIVM as well as the specific rules of each location, and will provide livestreams so that everyone from around the world can participate digitally.

AMSTERDAMFASHIONWEEK.NL

Throughout the year everyone can visit the platform amsterdamfashionweek.nl and AFW's social channels for the latest news. Here you can also find all news about the upcoming edition of Amsterdam Fashion Week.

Amsterdam Fashion Week is supported by: *American Express, Amsterdam Marketing, Art Fix, blowUP media, Bud, CS Digital Media, De L'Europe, HTNK, IEF Capital, JUR, Kat Klerks, Marie-Stella-Maris, Meester Koetsier Foundation, Møet & Chandon, Park Plaza Victoria Amsterdam, Philips, Sebastian Professional, Style School ByDanie, Team Peter Stigter, The Models Health Pledge, The Seafood Bar, Van Gogh Museum and Wella Professionals.*

For further information, contact us via details below.

With kind regards, Team AFW

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