



Credits: Team Peter Stigter (r, m) and Sony (l)

## Amsterdam Fashion Week presents program

Today Amsterdam Fashion Week presents the program for the upcoming September edition. This edition will take place from the 1<sup>st</sup> till the 4<sup>th</sup> of September, including young talents as well as established names at various locations in and outside Amsterdam. The collection presentation of the internationally successful fashion brand Wandler will take place on the opening night.

### PROGRAM

#### *Wednesday September 1*

On Wednesday the prominent designer duo *Schepers Bosman* will kick off with a show in the Raadzaal of hotel *The Grand* in Amsterdam. They present their overview collection in collaboration with artists from the Amsterdam label Bloomer Records. On the opening night, *Wandler's* collection presentation will take place.

#### *Thursday September 2*

Thursday starts with a statement by couture designer *Ronald van der Kemp*. Following his striking 'mind vaccine' presentation, that took place during Paris couture week in July, he will show once more that treasures can be made out of trash. *Batavia Stad Fashion Outlet* celebrates its 20th anniversary with an exhibition in Amsterdam called 'H20RA! Trade for Charity' in which twenty Dutch designers create twenty unique looks with twenty established brands currently present in Batavia Stad. The exhibition will be launched during AFW and the looks will after be presented in Batavia Stad, where they will be featured in a new good cause initiative. In the afternoon high-end streetwear label *jenneskens* makes a comeback at AFW and presents its next chapter by way of a 360 experience show in the industrial area of *Amsterdam Sloterdijk*. In the evening, *Humanoid* celebrates its 40th anniversary with a presentation of special looks inspired by the Humanoid archive in the *Kröller-Müller Museum* in Arnhem.

#### *Friday September 3*

On Friday *Duran Lantink* will be part of the AFW program once again. Thereafter, the annual *Lichting* show will take place, supported by *Meester Koetsier Foundation*. The fourteen best graduates of the seven Dutch fashion academies present themselves and their work to an international jury of experts and press. The winner of *Lichting* 2021 wins €10.000,- and gets their own show during the next edition of Amsterdam Fashion Week. For this show, AFW will return to *Capital C*, where the performance of *REconstruct* in collaboration with *Bud* can be viewed as well.

#### *Saturday September 4*

On Saturday, the Belgian couture house *NATAN* will show his latest SS22 collection at *Nieuwezijds Voorburgwal*. The young Dutch - Armenian designer *Wannes Akop* will make his show debut on AFW with a salon presentation of his SS22 collection in hotel *De L'Europe*. In the evening, *Bodil Ouédraogo* returns with a live setting and a capsule collection in collaboration with *Patta*. The work connects themes such as Afro Modernism, West African couture and African diaspora streetwear from a personal context.

Backstage, our regular beauty partners are present: *MAC Cosmetics*, *Wella Professionals* and *Sebastian Professional*. In addition, *Honda* is our official automotive partner and will facilitate transportation for guests and press between the different shows and presentations in the 100% electric Honda e.

## THE HUB & FOUR AMSTERDAM

On Thursday and Friday, at Stadhouderskade 85 in the building of *The Collection Amsterdam*, you can visit 'The HUB' of Amsterdam Fashion Week. This concept store will display a combination of fashion, art and designer brands, the press is welcome in the 'Press room powered by *Logitech*', the new sustainable platform *Fairbee* is present and everything can be purchased while enjoying a glass *Moët & Chandon* champagne. Fairbee offers a new platform for a conscious lifestyle and will launch its platform on Saturday September 4<sup>th</sup>.

On Saturday, the *FOUR Amsterdam* store at Van Baerlestraat 9-11 is the central place for customizing sneakers/clothing and the new AFW merchandise. The HUB and FOUR Amsterdam are accessible for consumers.

## PODCASTS

During the upcoming edition, AFW will launch a series of podcasts. In collaboration with *HEARST*, AFW will talk with various designers, brands and entrepreneurs about topics such as sustainability, innovation and digitalization. These podcasts can be listened to via [amsterdamfashionweek.nl](http://amsterdamfashionweek.nl).

*Quote Danie Bles - owner AFW*

*"We are extremely excited that the upcoming edition of AFW is back to the traditional in person events; fashion shows and presentations. We will however continue to be complemented by digital features as this allows us to share content with consumers and industry professionals around the world. One thing we have learnt from the pandemic is that people will continue to enjoy the combination of fashion in its physical form as well as digital".*

## EARTH TODAY

This year, Amsterdam Fashion Week collaborates with EarthToday, a community of changemakers whose mission is to protect 50% of the earth by 2050. EarthToday protects 1m<sup>2</sup> of nature for every AFW visitor. This way we can protect our planet together, meter by meter. For more information about EarthToday, please visit the website: [www.earthtoday.com](http://www.earthtoday.com).

## AMSTERDAMFASHIONWEEK.NL

Amsterdam Fashion Week launched a new website! In addition to a renewed look&feel, we have made it easier to stay up to date on fashion, beauty, lifestyle as well as all upcoming events. The complete AFW program, including the shows, performances, locations and times, will be published on [www.amsterdamfashionweek.nl](http://www.amsterdamfashionweek.nl).

## COVID-19

AFW will organize all shows and performances within the guidelines set by the RIVM as well as the specific guidelines of the locations. AFW will also provide livestreams so that everyone from around the world can participate digitally.

Amsterdam Fashion Week is supported by: *American Express, Amsterdam Marketing, blowUP media, Bud, CS Digital Media, Honda, hotel De L'Europe, HTNK, JUR, Kroonenberg Groep, Logitech, MAC Cosmetics, Marie-Stella-Maris, Meester Koetsier Foundation, Moët & Chandon, Philips, Sebastian Professional, Style School ByDanie, Team Peter Stigter, The Citydressers, The Collection Amsterdam, The Models Health Pledge and Wella Professionals.*

For further information, contact us via details below.

With kind regards, Team AFW

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