



Artwork - Studio Willem Stapel

## Amsterdam Fashion Week announces final program

In addition to the first press release, Amsterdam Fashion Week presents the final program of its upcoming edition, which will take place from August 31<sup>st</sup> to September 3<sup>rd</sup>.

### PROGRAM

#### *Wednesday August 31*

On Wednesday, circular fashion brand *MARTAN* will show its latest ready to wear collection at the *Grand Hotel Amrâth Amsterdam*, made from their leftover bedlinen and restaurant tablecloth and visually inspired by the esthetics of the hotel. Thereafter, luxury upcycle brand *I/OFF* will show their newest collection, made from garments they find in the vintage sphere and transformed to contemporary unique design in the *Contemporary Art Space* in Amsterdam Noord. To end day one with a bang, internationally renowned fashion brand *Wandler* celebrates its 5-year anniversary with an extravagant birthday party in collaboration with visual artist Elsemarijn Bruys.

#### *Thursday September 1*

Thursday, *Rôhe Frames* introduces 'Crafted Columns', a world where craftsmanship and collaborations meet, immersing guests into a curated experiential exhibition through a textile art installation created by Dutch design artist Fransje Gimbrere. Subsequently, iconic Dutch designer duo *Viktor&Rolf* curates a unique brand experience inspired by the Maison's Mariage collection, designs from the Tulle, Mister Mister and Everywear collections, and its perfumes. Furthermore, *Claes Iversen* presents the new 2022 couture collection at *Rokin 48* followed by a presentation of sustainable designer *Ronald van der Kemp*.

In the evening, new womenswear label *Francon*, known for their collections inspired by functional archetypes in timeless architecture, will show in the *Depot Boijmans Van Beuningen* in Rotterdam. Our Thursday schedule will come to an end with the launch of the AFW sweater in collaboration with the Belgian NFT artist *VEXX*, and a performance of *Steve Madden*. Under the creative helm of Dutch designer *Duran Lantink*, *Steve Madden* will present its new Fall/Winter '22 collection with an interactive presentation and the unique setting of club *Moulin Rouge* as its center stage.

### *Friday September 2*

On Friday, the winners of Lichting 2020 and 2021 will perform together in the *Adyen building* at Rokin. *Darwin Winklaar* (NIÑO DIVINO) will present AMEMOIA, a performance based on his fondest childhood dreams, and *Roxane Mbanga* will present her new performative installation 'Histoires de femmes'. Afterwards, pre-owned designerlabel The Collectives opens its first store on Elandsstraat 111, where you can rent an item for a special occasion or find your new everyday love in their collection.

In the evening, AFW will return to Capital C, where the annual Lichting show will take place whereby the best graduates of the seven Dutch fashion academies present themselves and their work. Thereafter, together with *Bud*, *Atelier Reservé* will present an evening performance where they express the brand through a combination (display) of fashion, sound design and performance art.

### *Saturday September 3*

On Saturday, Amsterdam based fashion brand *Catwalk Junkie* will host an exhibition showing their Comfort Studio campaign images, in which the freedom of movement of today's women takes center stage, together with the artworks of London-based illustrator Beth Fraser. Thereafter, the Belgian couture house *NATAN* will show its latest collection in *The Valley* at Amsterdam Zuid.

*FOUR Amsterdam* at Van Baerlestraat 9-11 will be the place to get your hands on the new AFW sweater and the location of the closing party to conclude Amsterdam Fashion Week in a festive matter.

Backstage, our beauty partners *MAC Cosmetics*, *Wella Professionals* and *Sebastian Professional* will be in charge of the creative direction once more. In addition, *LVMH* will make sure our guests can enjoy champagne and cocktails throughout the event.

## **THE HUB**

*The HUB* by AFW returns for the second year in a row, resulting in an interactive multi-brand environment: a space where fashion, beauty and art meet. Furthermore, The HUB will host *Talks & Podcasts* and will be a place to enjoy *Drinks & Beats* by *ELLE*. This year, *TikTok* is the proud partner of The HUB. Followers of the @amsterdamfashionweek TikTok account therefore get pre-access to shows, talks and podcasts, and will be the first to know about the activities happening in The HUB.

*Quote Danie Bles - owner AFW*

*"Upcoming edition is about togetherness, unique locations, and a diversity of Holland's best designers. Let's make it happen!"*

## **EARTH TODAY**

Since 2021, 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).

Amsterdam Fashion Week is supported by: *Adyen*, *American Express*, *Amsterdam Marketing*, *blowUP media*, *Bud*, *CS Digital Media*, *hotel De L'Europe*, *HTNK*, *JUR*, *LVMH*, *MAC Cosmetics*, *Meester Koetsier Foundation*, *Philips*, *PPVA*, *Sebastian Professional*, *Team Peter Stigter*, *The Collection Amsterdam*, *The Models Health Pledge*, *Van Kaam Advocaten* and *Wella Professionals*.

You can find the full schedule at [www.amsterdamfashionweek.nl](http://www.amsterdamfashionweek.nl). For further information, contact us via details below.

With kind regards,

Team AFW

Mail: [press@amsterdamfashionweek.nl](mailto:press@amsterdamfashionweek.nl)

Call: (+31) (0)20-4083220