



## Amsterdam Fashion Week presents the program of its upcoming 2023 edition

Today, Amsterdam Fashion Week presents the program of its upcoming 2023 edition, which will take place from August 30<sup>rd</sup> to September 2<sup>nd</sup>.

### PROGRAM

#### *Wednesday August 30*

On Wednesday, sustainable fashion designer *Tess van Zalinge* kicks off Amsterdam Fashion Week with a show on the rooftop of the *Depot Boijmans Van Beuningen* in Rotterdam. Twenty women from the creative industry showcase 'klavertje drie' - the new collection entirely crafted from waste materials of the big couture houses. Thereafter, at the *Pre-Reserved* studio, designer *Max Zara Sterck* expresses the desire to embody female power and sensuality in freedom. This is translated into various rituals in which the shapes of her clothing and movement play the leading role.

In the *Eye Filmmuseum*, *Lissa Brandon* honours her 10-year anniversary as a multidisciplinary artist through a short film starring her alter ego Mojo Nodnarb. The film is directed by *Tim Wes*. Thereafter, circular fashion brand *MARTAN* surprises with a brand-new show concept for their SS'24 collection in the *Allard Studio's*, fully upcycled without compromising on quality or design, showing that hyper sustainable fashion can be both smashing and desirable.

In the evening, internationally renowned fashion brand *Wandler* opens an "Art Pop-up" in collaboration with *David Surman* in gallery Stigter van Doesburg. AFW will close off the first day with *Drinks & Bites* for press, featured designers and partners in collaboration with *Rerun*.

#### *Thursday August 31*

Thursday kicks off by exploring the relationship between art and fashion at the *Wanrooij* Gallery at the KSNM laan. Artist *Eelco Hilgersom* and designer *Just Knoop* combine art and fashion and present a collaboration in which a strong sense of abstraction and colour form a unity. *Scoop by Raider* and *Pal Sporting Goods* bring art and fashion together and dress up Scoop for this special occasion. Scoop wears the heavyweight hoodie and limited tees and prints of the collaboration will be sold. Next to these collaborations, special pieces of artists *Pieter Ceizer*, *Frankey x GOFRANCK* and *Lola Luk* can also be admired.

Thereafter, on the rooftop of the *Adyen* building, *Atelier Reservé aka Reservé Boys* will disrupt the whole way of thinking of what's considered formal wear, what's informal, what's made for men, what's made for women, by showing that anyone can wear anything, anywhere, any time. Next, we step into the reality of *New Amsterdam Surf Association (NASA)* and join their journey from city to beach through a brand experience created by *NASA* and *Studio Rowan Siriram*.

presented at *iso Amsterdam*. The experience is centred around braving all the obstacles you would encounter on a typical day going surfing.

In the evening, *Studio David Laport* opens a Pop-up Boutique & Archive Sale at *The Coachhouse 61*. Fashion enthusiasts can explore the new sustainable capsule ready-to-wear drop inspired by the latest couture collection, in the boutique. Thereafter, *Steve Madden* presents its new Fall/Winter '23 collection under the creative helm of Dutch designer *Ronald van der Kemp*, with a rebellious and free-spirited fashion happening in the former '*Bijlmerbajes*' jail. The Thursday schedule comes to an end in *Club Church*, with outrageous performances by *The Patchwork Family*, a young upcycling collective.

#### *Friday September 1*

On Friday, the pre-loved fashion show of *The Collectives* and *French Collection* can be seen in *hotel De L'Europe*. *The Collectives* show what is possible with pre-owned items and gives inspiration to dive into your closet in search of forgotten pearls. Afterwards, winner of *Lichting 2022* *Ruben Jurriën* shows his new collection 'Super Femboyant', which is inspired by reshaping the idea and meaning of the word: "strong". In the same building on the Keizersgracht, *Felix Meritis*, *Lichting 2023* presents the best graduates of the seven Dutch fashion academies.

In the evening, designer brand *Elzinga* appears on the AFW program once again with a performance in the *Vondelbunker*. Breaking away from traditional runway setups, *Elzinga* and postpunk band *Baby's Berserk* collaborate with the artists from *Geijer Studio* and create a light installation that interferes with the garments. The afterparty is hosted by *Botter* in collaboration with *Jimmy Woo*.

#### *Saturday September 2*

On Saturday, *Felix Meritis* kicks off "*The Messyverse*", an immersive and multisensory universe exploring digital spaces and human ideas by featuring a fully digital fashion show *Future Front Row*. This show and a fashion exhibition which are part of a broader program during the whole month of September.

Backstage, our beauty partners *MAC Cosmetics*, *Wella Professionals*, and *Bumble and Bumble* will be in charge of the creative direction, and *LVMH* is present to make sure our guests can enjoy champagne and cocktails. In addition, we partner with *TikTok* to cover all shows and give access to exclusive fashion week content.

### **THE HUB & TALKS**

*The HUB* is an interactive multi-brand environment during AFW and will seamlessly fuse fashion, art, beauty and music into one cohesive concept. A space that unites an eclectic bunch of products and talent under one single, fashionable roof. Rounding out the experience during this event: *The HUB* features multiple Talks, an exposition of *ELLE*, a claw machine to win fashion prices at *retail bank*, *payments*, and *shopping service Klarna*, a customise station to upgrade your items and *Drinks & Beats* with DJ's curated by *Tim Wes* and *Fresh 'n Rebel*. *The HUB* is open to public on Friday and Saturday from 12 to 8PM and takes place in *Fosbury & Sons Prinsengracht*.

After a successful *AFW Talks* in *The HUB* last year with industry professionals such as *Yeliz Çiçek* (EIC of *Vogue NL*), *Karim Afifi* (Complex NL), *Ashlee Janelle Danso* (Creative Consultant), *Lissa Brandon* (Fashion Stylist) and *Poyan Rahimzadeh* (Pal Sporting Goods), we continue to have in-depth conversations about trends and movements within the fashion industry. For the third edition, we explore topics such as artificial intelligence reshaping the

fashion landscape, the ground-breaking changes we see in modern menswear, and sustainability from the industry to consumer perspective with *Sustainable Fashion Gift Card* (SFGC).

*Danie Bles - owner AFW*

*“We present the next generation of creatives: their story, their dream, their believe and their community. One thing they have in common is taking responsibility to integrate creative innovations in current and upcoming collections, to make them future proof. AFW creates possibilities, while we curate and connect brands that share this common belief.”*

You can find the full schedule of Amsterdam Fashion Week 2023 at [www.amsterdamfashionweek.nl](http://www.amsterdamfashionweek.nl).

Amsterdam Fashion Week is supported by: *Adyen, Allard Studio's, American Express, Amsterdam Marketing, Bajeskwartier, blowUP media, Bumble and Bumble, CS Digital Media, Club Church, Depot Boijmans Van Beuningen, Eye Filmmuseum, Fosbury & Sons Prinsengracht, Felix Meritis, Fresh 'n Rebel, Stigter van Doesburg, hotel De L'Europe, HTNK, iso Amsterdam, JUR, Kerkstraat 61, Klarna, LVMH, MAC Cosmetics, Meester Koetsier Foundation, Pre-Reserved, Stigter van Doesburg, Team Peter Stigter, TikTok, Van Kaam Advocaten, Wanrooij Gallery en Wella Professionals.*

With kind regards,

Team AFW

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