

AFW

AMSTERDAM FASHION WEEK

Amsterdam Fashion Week presents first names

Today, Amsterdam Fashion Week presents the first names of its upcoming edition, which will take place from September 3 to September 6. Due to resounding success, internationally renowned and upcycling brand 1/OFF will return, this time around as the opening show.

PROGRAM

Tuesday September 3

On Tuesday, *MARTAN* will present its fully upcycled SS/25 collection. Its entire season and collection revolve around international waters. After an exclusive preview in August at Copenhagen Fashion Week, the label will bring the full collection to the designers' home port. In collaboration with *Conscious Hotel Westerpark*, the show promises to be a spectacular kickoff.

Thereafter, ethical couture designer *Ronald van der Kemp* will curate a 'Street fashion show' in collaboration with *LINDA.foundation*, *Gemeente Amsterdam*, *BIZ Kalverstraat* and *Heiligeweg*. Key element of the show is the reuse of clothing donated by participating clothing brands. The looks are shown by a parade of models, creatives, and musicians, running all the way through the Kalverstraat allowing everyone to see the show.

The Collectives, known for their pre-owned treasures, and *DENHAM the Jeanmaker*, the global denim brand, come together for a special show. United by a passion for craftsmanship and a commitment to sustainability, they will present a selection of unique denim and vintage designer looks, offering a fresh perspective on jeanmaking, and available for purchase immediately after the show.

On the opening night, *1/OFF* supported by *Nespresso*, will present its latest SS/25 upcycled collection, embodying the ethos: "The experiment above all." In a world where material objects are subject to the inevitable passage of time and decay, the essence and narratives they hold continue to echo and inspire across generations. *1/OFF* and *Nespresso* truly strengthen each other in this collaboration because they share a commitment to innovation and circular design.

"Embrace the strangeness, delve into the uncharted, and greet the unforeseen." – *Renée van Wijngaarden, founder 1/OFF*

Wednesday September 4

Following the successful debut of 'momentum' at Copenhagen Fashion Week, *Tess van Zalinge* returns to Amsterdam a month later to unveil her latest collection at Amsterdam Fashion Week. With a unique presentation operating at the intersection of fashion and art, Tess showcases a collection rich in craftsmanship, collaboration, and innovation.

Thereafter, *Wild Animals* by *Rop van Mierlo*, opens the doors of their new studio in Amsterdam Noord. The brand will showcase an overview of their own products and collaborations they have been working on over the last years including H&M, Marni, Hermès, Moncler, Kitsune, A24, Head Porter and La Bouche Rouge.

In the evening, internationally renowned fashion brand *Wandler* presents its Fall'24 collection, exploring 'The Power of Affirmation' in collaboration with *Ward Strootman*. AFW will close the second day with a show featuring the latest collection of the Belgian couture house *NATAN*.

Thursday September 5

Thursday morning, *Salon Heleen Hülsmann* and *DYO Studio* will digitally present 'Glam at AM', a combination of pre-loved and new looks at the *Annet Gelink Gallery*. Thereafter, we head to *hotel De L'Europe* for the collaboration of *Atelier Reservé* and *Fresh 'n Rebel*, showcasing the impact of colour and the philosophy of circularity in an eclectic performance giving center stage to fashion and sound.

Filmmaker *Herrana Addisu* will feature the short film 'The River' in collaboration with *TEN Women* in *Theater Tuschinski*. The film explores Ethiopian culture and women's experiences, celebrating beauty while shedding light on systemic barriers. Thereafter, in collaboration with designer *Claes Iversen*, *POM Amsterdam* will present a colourful ready-to-wear collection with a couture signature in a classic canal house.

In the afternoon, *Sabine Marcelis* and *SolidNature* will open their art installation. The fountain, prominently positioned in the middle of *Vondelpark*, is made entirely of reused natural stone. The blue onyx was originally used as the entrance to "Beyond the Surface", the installation with which *SolidNature* won the *Fuorisalone Award* during *Milan Design Week 2023*. The fountain will remain a significant feature of the park until the end of November.

In the evening, *Max Zara Sterck* returns to AFW, expressing her appreciation and dedication for high craftsmanship, where the natural flow of the female body remains central. In this presentation she highlights both the joy of creation and the challenges of the industry.

Friday September 6

Friday, the winner of *Lichting 2023* *Yousra Mahrah*, will showcase her new collection 'Kabouda'. The designer embraces the limitations she previously fled from and discovers a different form of freedom in covering the body. Thereafter, the annual *Lichting* show will take place in *De Hallen Studio's*, the heart of the old tram depot in Amsterdam West. *Lichting* was founded to bridge the gap between the academies and students on the one side and the talent-hungry fashion industry on the other, with the aim to stimulate emerging talent towards a viable career. The best graduates of the seven Dutch fashion academies present themselves and their work to professionals and press, with the aim to provide talents a kick-start towards a viable career. The winner receives a prize of €10.000, supported by *Meester Koetsier Foundation*, and their own show at *Amsterdam Fashion Week 2025*.

In the evening, *Denzel Veerkamp* presents a captivating celebration and interpretation of the rich, complex layers of Suriname. In his show, set in the unique location of *Studio Wieman*, a former garage, *Veerkamp* offers a distinctive experience where material reuse takes center stage, enhanced by performance elements and live music.

Together with *GREY GOOSE® Vodka*, we host the official afterparty to close off *Amsterdam Fashion Week 2024*. For this occasion, we celebrate the launch of *GREY GOOSE® Altius*, a new luxury expression reflecting the French Alps.

During *AFW 2024*, the creative direction backstage is managed by our beauty partners *MAC Cosmetics* and *Keune Haircosmetics*.

THE HUB X NESPRESSO

The HUB returns to *Fosbury & Sons*: a cutting-edge concept store celebrating innovation and durability. This year, on September 5 and 6, The HUB will transform Fosbury & Sons into the coolest concept store in town. Showcasing innovative emerging and established brands in fashion, beauty, and art, The HUB focuses on sustainability and circular design in collaboration with *Nespresso*.

An esteemed jury, including *Duran Lantink*, *Elza Wander*, *Rita Ouédraogo*, *Ida Petersson*, and *Kika Buhrmann*, will select 50 standout brands. Participating brands can win The Talent Support Prize, worth €25,000, powered by Nespresso. The winner will be featured in the official lineup of Amsterdam Fashion Week 2025.

As with last year, The HUB will feature a customisation station, *AFW x Nespresso Talks* and a job wall. *Keune Haircosmetics* will be represented with a haircare touch-up station and to emphasize cutting-edge circularity the concept store will be furnished by *Modair*®, an object and display artist working with reclaimed materials and circular design principles. Drinks & Beats will round out the experience, hosted by *Fresh 'n Rebel* and *Atelier Reservé* on day one, and by *Nespresso* serving *Nemas & Beats* on day two.

For more information about The HUB, our jury, and how to apply, visit our website: www.amsterdamfashionweekhub.com

The full AFW program will be announced on August 6. For further information, contact us via details below.

With kind regards, Team AFW

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