



Amsterdam Fashion Week presents the program of its upcoming 2024 edition

Amsterdam Fashion Week proudly announces the schedule of its 2024 edition, taking place from September 2 to 6. With a line-up consisting of 34 acts, Amsterdam Fashion Week will integrate runway shows and presentations into a unified schedule. The 2024 Edition will introduce new designers and welcome back returning brands, offering a dynamic mix of talent over the course of 5 days.

PROGRAM

Monday September 2

Amsterdam Fashion Week will kick off with an opening dinner with designers, partners and press, powered by *Hyundai*. *Hyundai* is the official car partner for this edition, elevating the Amsterdam Fashion Week guests' experience by providing innovative and electric transportation.

“Amsterdam Fashion Week is where fashion meets sustainability, and we are excited to be a part of it. This event perfectly reflects the innovative spirit of the designers, a spirit that we share as an automotive brand when we design our products. Our partnership is about more than just sponsorship – it’s about inspiring a more sustainable future together.” – Andreas-Christoph Hofmann, Vice President Marketing, Product & PR at Hyundai Motor Europe

Tuesday September 3

On Tuesday, as part of the official launch of their newest mini-exhibition ‘Unboxing: Fashion from the Archives’, the *Amsterdam Museum* is set to host a captivating talk with *Tess van Zalinge, Aynouk Tan, Mariette Hoitink* en *Roberto Luis Martins*, that delves into the fascinating world of their fashion collection and the significance of its curation. Thereafter, *MARTAN* will present its fully upcycled SS/25 collection outside *Conscious Hotel Westerpark*, supported by *Hyundai*. Its entire season and its collection revolve around international waters.

Ethical couture designer *Ronald van der Kemp* will curate the ‘*RVDK Fashion Spectacle*’ in collaboration with *LINDA.foundation, Gemeente Amsterdam, BIZ Kalverstraat, Heiligeweg, Koningsplein, and Leidsestraat*. A key element of the show is the reuse of clothing, donated by participating clothing brands like H&M, Mart Visser, and Tommy Hilfiger. The looks are shown by a parade of models, creatives, and musicians, running from the backstage of *NIO House* 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 at *Pre-Reserved studio C*. United by a passion

for craftsmanship and a commitment to sustainability, they will present a selection of unique denim and vintage designer looks, which will offer a fresh perspective on jeanmaking, and will be available for purchase immediately after the show.

On the opening night, *I/OFF*, supported by *Nespresso*, will show its latest SS/25 upcycled collection 'Eternal' at *Door Open Space*. The show is a journey into the unknown and embodies *I/OFF*'s vision of an endless experiment that teaches and takes us beyond the boundaries of the everyday. Where clothing is no longer a disposable item, but part of an eternal cycle of inspiration. Sharing their commitment to innovation and circular design, *I/OFF* and *Nespresso* truly strengthen each other in this collaboration. We close off the evening by drinks of *Nespresso* and *GREY GOOSE®* Original.

Wednesday September 4

For the first time in a decade, *Studio Hagel*, the renowned experimental footwear design studio, is opening its doors to the press. This event offers the opportunity to explore the studio's inner workings and witness firsthand the creative experiments that drive their innovative designs.

On Wednesday afternoon, *Tess van Zalinge* will present her new collection 'momentum' at *studio3000*, a unique location in Amsterdam Noord. With a showcase of innovative choreography combined with a diverse cast of models, Tess will present her collection in a way that blurs the boundaries between fashion and performance art. After its debut at Copenhagen Fashion Week, the collection will be showcased in Amsterdam, with both presentations offering unique perspectives that together fully reveal 'momentum'.

Thereafter, *Wild Animals* by *Rop van Mierlo*, opens the doors of its new studio in Amsterdam Noord. The brand will present an overview of their own products and collaborations from past 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 third day at the newest hotspot of Amsterdam *BISOUS*.

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 *Annet Gelink Gallery*. Thereafter, 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.

Next, we head to *hotel De L'Europe* for the collaboration of *Atelier Reservé* and *Fresh 'n Rebel*, showcasing the impact of colour through the philosophy of circularity, in an eclectic performance, giving center stage to fashion and sound. "Strategically combining colors emphasizes personal emotions and expressions," according to the designers. This vision is shared by both *Atelier Reservé* and *Fresh 'n Rebel*, making this collaboration a unique and inspiring experience.

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, *SolidNature* and *Sabine Marcelis* will present 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. Thereafter, we celebrate the new fashion season with *Vogue* in the *Amsterdam P.C. Hoofstraat*, with store events, styling advice, entertainment on the streets and a Fashion Parade Show.

In the evening, *Max Zara Sterck* returns to AFW with a show, expressing her appreciation and dedication for high craftsmanship, in which 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. For the last show of the day, the young upcycling collective *The Patchwork Family*, will host one of their outrageous shows in nightclub *Shelter*. Through interdisciplinary collaboration, the collective will make sure that this will be a thrilling showcase.

The Thursday schedule comes to an end with the launch of limited *ELLE* issue in *FOUR Amsterdam* and drinks in *Jimmy Woo*, both in collaboration with *Botter*. *Lisi Herrebrugh* and *Rushemy Botter* are the guest creative directors of *ELLE*'s September issue. In 'their' *ELLE* they share all ins and outs about working in the fashion world and starting your own brand. Because of its expertise built over a decade and its meticulously curated selection of high-end and premium brands, *FOUR Amsterdam* was selected as one of the retailers of *Botter* in the Netherlands starting this autumn. There will be 200 limited edition *ELLE*'s handed out during the event at *FOUR Amsterdam*.

Friday September 6

Friday, *P.A.P Collective* officially launches its 'Future Vintage' capsule collection at the *WestCord Fashion Hotel*. 'Future Vintage' represents a future in which fashion is sustainable and timeless. The designers and makers of the collective will take guests on a journey through a sensual experience, showcasing their beloved Future Vintage items.

Afterwards, the winner of *Lichting 2023 Yousra Razine Mahrah*, will showcase her new collection 'Kabouda'. Fashion is a powerful form of expression for Yousra, in which she turns her obstacles into strength; "*Staying true to myself and embracing authenticity brings forth true art*". Following Yousra, the annual *Lichting* show will take place in *De Hallen Studio's*, supported by *Meester Koetsier Foundation*. *Lichting* celebrates the most promising design talent by featuring the best fashion academy graduates of the year in one event. The Dutch jury has chosen 10 candidates who will have to honour to present their final collections during Amsterdam Fashion Week: *Pauline Blind, Nouka Rous, Peter Wertmann, Jinwon Kim, Arva Bustin, Michał Zgierski, David R. Siepman, Yaroslav Grygorchuk, David Okkerse, and Erin McClain*.

In the evening, *Denzel Veerkamp* will present his latest collection 'Abrasei' at *Studio Wieman*. This collection celebrates Afro-Surinamese and Creole heritage, merging spiritual essence with circular practices. Expect an immersive experience complete with live music, culinary delights, and an afterparty hosted by *The Gang Is Beautiful*, making it a true celebration of culture. Thereafter, *JOHNNY BLOOD* will present its latest collection 'Ephemeral' in a unique underground location of a former nightclub. This show captures the raw, edgy essence of the underground club culture with a captivating sense of poetry and is supported by dj and music artist *Luca Mortellaro*.

Together with *GREY GOOSE® Vodka*, AFW hosts the official closing party at *SoulKitchen*. This exclusive event not only marks the Dutch debut of *Grey Goose Altius*, the brand's new ultra-premium vodka, but also serves as a celebration of the week's creativity, art, fashion, and life. *SoulKitchen*, a new culinary hotspot in Amsterdam, provides the perfect setting for this high-profile launch, where guests will enjoy *Grey Goose Altius* alongside a dynamic DJ line-up featuring *Sunny Jansen, Godsend, and Ruben Micheal*. This partnership between AFW and *Grey Goose Altius* ensures the closing party is a fitting finale.

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

THE HUB BY AFW

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*. AFW, together with an esteemed jury, including *Duran Lantink*, *Elza Wander*, *Rita Ouédraogo*, *Ida Petersson*, and *Kika Buhrmann*, has curated 50 standout brands to participate at *The HUB*. All these participating brands have the chance to 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 of last year, *The HUB* will feature a customisation station in collaboration with *SF/Collective*, which will also host a natural dyeing and upcycle workshop. On the first day of *The HUB*, *LINDA* will host a portfolio Go and See for creatives in the fashion industry, like photographers, videographers and stylists. *Keune Haircosmetics* will be present with a haircare touch-up station and to emphasise cutting-edge circularity, *The HUB* 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, both supported by *GREY GOOSE® "Original"*.

TALKS AT THE HUB

Several talks will take place at *The HUB*, starting with an AFW Talk about 'The Artistry Behind Brand Building,' moderated by *Sanne Bolten* and featuring *Curtis Penning (Avant Arte)*, *David Mahyari (SolidNature)*, and *Abderrahmane Trabsini (Daily Paper)*. This will be followed by an *AFW x Nespresso Talk*, where *Renée van Wijngaarden (1/OFF)* and *Kika Buhrmann (Nespresso Netherlands)* talk about 'The Art of Upcycling' and their collaborative AFW 2024 show. On the following day, *Nespresso* and *AFW* will host a talk about 'How to Build a Durable Brand,' moderated by *Ashlee Janelle* and featuring *Allyson Shiffman (VOGUE Scandinavia)*, *Remco van der Velden (Wild Animals)*, and *Ida Petersson (GoodEggAgency and form. Browns Fashion)*.

Danie Bles - owner AFW

"I am excited to announce Amsterdam Fashion Week 2024, a showcase of innovative designs and sustainable practices, committed to inspiring through circularity and sustainability. What truly sets this edition apart, and something I am personally very proud of, is the seamless integration and synergy between fashion, art, and architecture. These elements are inherently connected, and in this edition, they enhance each other more than ever before." - *Danie Bles*, Creative Director Amsterdam Fashion Week

You can find the full schedule of Amsterdam Fashion Week 2024 at www.amsterdamfashionweek.com. For further information, contact us via details below.

With kind regards, Team AFW

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