

# AMSTERDAM FASHION WEEK

## Amsterdam Fashion Week celebrates 750 years of Amsterdam with a fashion show on the Ring

On **Saturday June 21** Amsterdam will celebrate its 750th anniversary with a big festival on the Ring. Fifteen kilometers of the A10 road, usually dominated by fast-moving traffic, will be car-free for the entire day. Amsterdam Fashion Week will mark the occasion with the first fashion show in history to be held on a highway. This event honors the undeniable role of fashion, creativity, and diversity in the capital – past, present, and future. Everyone is invited to join the show **for free** by walking up the **S106 highway exit** at 19:00. The fashion show will **start at 19:30**.



To celebrate designers who have helped put Dutch fashion on the map, Amsterdam Fashion Week has selected three established names for the fashion show: **Borre Akkersdijk (BYBORRE)**, **Guillaume Philibert (Filling Pieces)**, and **Renée van Wijngaarden (1/OFF Paris)**. Each designer will appoint emerging talents, resulting in a collective show of 60 looks. Collaboratively all creatives will partner with **Levi's®** which provides repurposed denim inventory for their designs to redefine classics in their distinctive style. Other partners include **Meester Koetsier Foundation**, **MAC Cosmetics**, and **New Balance**. **Levi's®** denim will be the central versatile theme of the show, though the designers have full creative freedom with

their designs being given iconic brand's fabrication as a canvas of authentic self-expression. Sixty models will showcase the hand-made and one-of-a-kind looks on a 75-meter-long catwalk.

A selection of the 60 looks will be available for free loan after the fashion show at the **Public Library of Amsterdam** (OBA) until December 2025. It concerns in total 18 looks. These circularly designed pieces will be given a second life in the library's **Fashion Rental Program**. In this way, an iconic event is connected with a lasting, sustainable impact on the city of Amsterdam.



Credit: Olivia Grace

### **Danie Bles - owner AFW**

*"My goal with Amsterdam Fashion Week is to create opportunities for (young) talent, tell compelling stories and push creative boundaries: the past, present and future are hereby inseparably intertwined. 'AFW On the Ring' is a collaboration between visionary designers who have put Dutch fashion on the map and a new generation of talents. Our catwalk on the Ring provides a unique platform where the past, present and future converge in a creative way and reinforce each other. 750 years of Amsterdam celebrates the city's rich history, while it also makes room for new ideas and the future."*

### **Borre Akkersdijk (BYBORRE)**

Borre Akkersdijk, textile designer and founder BYBORRE, appoints **Joone Joonam** as a talent. *"I am proud to provide a platform for the talents of tomorrow and open the doors of the industry to a successful future, together with Amsterdam Fashion Week and 750 On the Ring. Amsterdam is the incubator of design, fashion, and art – a springboard for creative talent to conquer the world."*

### **Guillaume Philibert (Filling Pieces)**

Guillaume Philibert, founder and creative director Filling Pieces, appoints two talents: **River Moojen** and **Jannah Erdtracht**. *“As an Amsterdam-based entrepreneur and creative director the city of Amsterdam is a constant source of inspiration and motivation for me. Its diversity of people, cultures, and places, combined with the unique energy that fills the city, make it one of a kind. Additionally Amsterdam is renowned for its creative freedom, offering countless opportunities for the younger generation to follow the same path I have been fortunate to take. I am proud to mentor these two talents as they develop their first collection for the fashion show. The youth are the future and this show will be a celebration of that.”*

### **Renée van Wijngaarden - 1/OFF Paris**

Renée van Wijngaarden, founder 1/OFF, appoints **Vince Reece Hale** and **Emma van Engelen** as young talents. *“Amsterdam is the city where I grew up, where my love for creation and contrast took shape – a city of both history and innovation. It is an honor for me to collaborate with Amsterdam Fashion Week and 750 On the Ring to provide a platform for young talents. Together we will demonstrate how essential craft, a distinctive vision and new ways of thinking are for the future of fashion and our city. For me, this represents the power of Amsterdam: raw, open, and creative – always in motion.”*

For additional information, feel free to contact us using the details provided below.

Kind regards, Team AFW

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

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

# AFW

#### **CONTACT DETAILS**

Amsterdam Fashion Week  
Willemsparkweg 34  
1071 GN Amsterdam, Netherlands  
Mail: [press@amsterdamfashionweek.nl](mailto:press@amsterdamfashionweek.nl)  
Tel: (+31) (0)20-4083220