

AMSTERDAM FASHION WEEK

Amsterdam Fashion Week presents first names

Amsterdam Fashion Week (AFW) is proud to unveil the first names on its 2025 show schedule, which will take place across the city from August 30th to September 4th. Bringing together a broad mix of established designers and emerging talents, the line up will feature a spectrum of immersive presentations, events, and shows at unique venues.

This edition also marks the first stage of AFW's partnership with *Copenhagen Fashion Week*, with the implementation of the *Sustainability Requirements framework* at AFW introduced into the selection process. Brands will be reviewed in relation to the Minimum Standards during the pilot program, giving them the opportunity to test and apply the required actions ahead of full rollout in September 2026.

"We are delighted to celebrate our partnership with Amsterdam Fashion Week across our Sustainability Requirements through an incredibly special dinner that will be held on the opening evening of Amsterdam Fashion Week's 2025 edition. This partnership signals the vital importance of organizations coming together in order to impart positive change in the industry." - Cecilie Thorsmark, CEO Copenhagen Fashion Week

PROGRAM

Saturday August 30 and Sunday August 31

HAGEL celebrates its 10th anniversary with a three-day event at *Park Amsterdam*, from August 29 to 31. Everyone is invited to explore a full archive of sneaker experiments, join interactive workshops, and a special rave at *Skate Café* on Saturday.

Thereafter, *Pinkorange* unveils the SS26 collection, which is a collaboration with the Dutch artist *Ide André*, drawing inspiration from Vlieland's surroundings.

In the evening, former *Lichting 2024* participant *Pauline Blind* shows her debut collection *"Blasphemous Bodies"*. The collection reclaims female bodily autonomy through emotionally charged designs that merge hyper-femininity with female rage.



Max Zara Sterck Credit: Peter Stigter

Monday September 1st

Monday kicks off with a show of style in motion. *WE®*'s FW25 collection brings dynamic layering, statement shapes and unapologetic self-expression to the runway. The official opening of AFW will include an opening dinner together with *Copenhagen Fashion Week* and will take place at *Museum Square*. Right before dinner, lingerie label *Love Stories* and German denim brand *Closed* are launching their collaborative capsule collection with an aperitif event at their exclusive pop-up store.

Additionally, the platform and network *Modemuze* is celebrating its 10th anniversary with an inspiring program about the future of fashion. In collaboration with the *Amsterdam Museum*, they bring together voices from the museum sector, academia, and the fashion industry, from designers and collectives to curators and visionary thinkers.

1/OFF and *City of Amsterdam* present a joint installation that reveals the hidden impact of clothing and highlights the conversation around circularity and responsibility. The installation is part of the *Wear for Life* campaign that focuses on alternatives to buying new.

To close off Monday, *Paradiso* will become the home to “*The Grand Family Affair*” as *The Patchwork Family* brings together ten young upcycling designers and a spectacular cast of performers, finishing of the evening with a sweaty late-night afterparty.

Tuesday September 2nd

On Tuesday, *Borre Akkersdijk* introduces “*Patiences*”, the home of *Patience Practices*. Built to honor the process, enrich the experience of creation, and deepen the connection to the outcome.

Camiel Fortgens will present its SS26 collection in a public space in the centre of Amsterdam, placing garments where they truly belong: among people, movement, and urban architecture. The collection draws inspiration from archetypal classics, vintage pieces that evoke familiarity and timelessness.

Tuesday afternoon, *RVDK*'s 'DO-tank' will present a 'hope' statement in collaboration with '*de KinderKunstBiënnale van De Rode Loper op School*'.

Thereafter, Brussels-based tailored streetwear label *11PM Studio* will present its SS26 runway collection, creative uniforms for the urban explorers.

Next up, *YUME YUME* makes its debut on the schedule with a show unveiling "*Flora Fantasia*": a complete head-to-toe SS26 collection including ready-to-wear, footwear and more. Alongside the show, *YUME YUME* will host an exclusive cocktail party powered by *GREY GOOSE® Altius* at *Tuftuf*.

This edition, *Wandler* will claim new territory in accessories through a collaboration with *SolidNature*. This new perspective on materials will be revealed at the *Pauw Curated Space*.

At the *Cornerstore*, *Suntory Whisky Toki* and *The New Originals* come together to launch a limited edition T-shirt. With a shared focus on creativity and craftsmanship, both brands blend tradition and innovation. The mutual love both brands have for fashion, music, community, and culture will be brought to life at this event.

Wednesday September 3rd

Wednesday, *Bibi van der Velden* opens the doors to her first flagship store in Amsterdam - a space where creativity, playfulness, and craftsmanship converge, marking a celebration of 20 years.

Amsterdam Fashion Week is excited to welcome Belgian designer and recent winner of the prestigious ANDAM Grand Prize, *B.B Wallace*, to the official program.

Thereafter, design studio *RECONSTRUCT* launches a unique collection of repurposed materials in collaboration with *Fleuril*. This partnership seamlessly aligns with both brands' sustainable and innovative vision of fashion.

Filling Pieces returns on the schedule and embodies "*Rhythm as the city's pulse*". They bring this to life with an event in the center of Amsterdam.

Prior to the *Lichting 2025* show, the winner of *Lichting 2024* *Peter Wertmann*, will showcase his collection "*Last Refuge*", which considers how people prepare themselves for collapse and what they choose to carry forward when forced to leave everything behind. Thereafter, the annual *Lichting* show will take place, where the ten most promising design graduates show their collection to an international panel and a crowd of industry professionals, culminating in a €5,000 prize supported by *Meester Koetsier Foundation* and a show at AFW 2026.

In the evening, we welcome '*ROTATE goes to Amsterdam*'.

Thursday September 4th

On Thursday, *Ülkühan Akgül* presents his debut collection "*ethnicall profiteing*": a presentation where sculptural fashion, digital technology, and activism converge, a visual manifesto against binary identity structures.

Thereafter, *Bram's Fruit* will make things a little juicier with opening the door of their flagship boutique collaborating on a fruity activation.

Next, the collaboration between *The Collectives* and *Manishi*: "*Between here and home*". A quiet celebration of identity. Passed down. Softened. Reshaped.

Natan returns on the schedule with its SS26 collection: a graceful evolution of classic couture and ready-to-wear rooted in Belgian craftsmanship and contemporary femininity.

In the evening, *Studio NK* joins Amsterdam Fashion Week. Already internationally recognized, the label brings its signature vision to the Dutch stage, marking a bold new chapter: "*Beyond the eclipse, time bends — rebirth begins not in hours, but in moments lived awake.*"

HUBS

The HUB is a two-day pop-up event, open to the public. For this year, the event will take place at a new location: *Atelier Arty Grimm*, the concept store that embraces innovation and sustainability. On September 3rd and 4th, The HUB will transform this artist's studio into the coolest concept store in town. The HUB 25 presents a carefully curated selection of 25 standout brands, each celebrated for their commitment to sustainability, innovation, circularity, originality, and creativity. Art curation by *Miranda Lantink*. Alongside this diverse lineup, visitors can participate in daily AFW Talks, such as designer talks, *ELLE* and *Keune*, hands-on workshops, and *Drinks & Beats* sessions by *NSMBL* and *ELLE*.

This year, we also introduce a dedicated hub for jewellery lovers. *GIOIA* and AFW took the lead in curating unique brands to celebrate the pinnacle of jewellery design and creative expression. This unique space invites everyone to discover, appreciate, and connect with the most reputable jewellery brands in the industry.

In addition, *Maison Modeste* opens its doors as a sanctuary for emerging voices in modest fashion. More than just a space, it's a stage, a gallery where upcoming modest brands showcase what they're made of: vision, craftsmanship, and a fresh perspective on style and identity.

PARTNERS

During AFW 2025, backstage creative direction is managed by our hair partners *Keune Haircosmetics* and *Wella Company*. *Hannah Bennett*, National Senior Artist at *M·A·C Cosmetics*, will craft a unique makeup look for each show. *Hyundai* is on board once again as the official car partner for both Amsterdam Fashion Week, enhancing the guest experience with innovative, smooth, and eco-friendly journeys in their electric vehicles.

More details about the participating designers and brands will follow. The full program will be announced on *August 7*.

With kind regards, Team AFW

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