

AMSTERDAM FASHION WEEK

Amsterdam Fashion Week announces brand line up of its 2025 edition

Amsterdam Fashion Week unveils a dynamic line-up of more than 50 shows and presentations, taking place from 30 August to 4 September. Blending new talent with established names, this six-day program will feature runway shows, presentations, talks, and workshops.

“From street to couture is more than a theme. It captures the full scope of what Amsterdam Fashion Week stands for. We spotlight fashion in all its forms, from street brands like Daily Paper and Filling Pieces, to the refined craftsmanship of couture house Ronald van der Kemp and upcoming brands like YUME YUME and B.B. Wallace. This reflects a broad spectrum not only in style, ranging from streetwear to couture, but also across career stages, from emerging talent to iconic names shaping the future and legacy of fashion.

This comes to life across the city where fashion takes center stage through a dynamic program of presentations, activations, collaborations, shows, workshops and talks, each with its own character and point of view.

We also highlight our ongoing partnership with Copenhagen Fashion Week during our official opening dinner, a collaboration now deeply embedded in the fabric of Amsterdam Fashion Week. Together we aim to build a shared platform where sustainability is the foundation, not just a value but a direction forward.

Through community and connection, the 2025 edition brings together Street & Couture, and we hope it inspires everyone who experiences it.” - Danie Bles, CEO Amsterdam 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 presents an installation where nature, art and fashion come together in an homage to the wind.

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 hyperfemininity with female rage, using fashion as a

tool to question patriarchal structures and empower women by creating a tension of elegance and boldness. We close off Saturday with a party at *Jimmy Woo*, joining forces with *90CIG* to kick off an unforgettable night that sets the tone for the evenings ahead.

On Sunday, *Baskets* will present its FW25 collection during a boat tour. The collection is inspired by the timeless charm, colour and rhythm of Amsterdam's iconic *Prinsengracht*.

Monday September 1st

On Monday, *I/OFF* and *City of Amsterdam* will present a joint installation on *Beursplein* 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, dedicated to exploring alternatives to buying new. Thereafter, *WE®* presents their fashion show directed by *Halina Reijn*, at *NXT Museum*, centered on the theme of 'YOU CHOOSE'.

Additionally, *Modemuze* celebrates 10 years of fashion heritage and community with a festive and content-rich program, hosted by the *Amsterdam Museum*. The program features presentations and panel discussions on the future of fashion heritage, with contributions from thinkers, makers and heritage experts, exploring digitization, new collaborations and innovative forms of fashion presentation.

Filling Pieces returns to the schedule and embodies '*Rhythm as the city's pulse*'. A unique performance echoing the 'United by Rhythm' theme, set above the *Dam Square* skyline. Right after, *Love Stories* will launch *Whateverwear*, their 'second layer' with an aperitif event at their showroom.

Co-hosted by *Copenhagen Fashion Week*, *Amsterdam Fashion Week* and *Google* kick off the 2025 edition with a dinner on *Museum Square*. *Google's Pixel 10's* AI-features will be used to bring an evening of fashion, colour, and innovation to life in a creative and unexpected way.

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 off the evening with a sweaty late-night afterparty.

Tuesday September 2nd

On Tuesday, *YUME YUME* makes its debut with a show unveiling 'Flora Fantasia': a complete head-to-toe SS26 collection including Ready-to-wear, footwear and more. The show is located at the garden of the *Willet-Holthuysen museum* where the collection unfolds in the Parisian parterres de broderie. In the evening, *YUME YUME* will celebrate with an exclusive cocktail party at *tuftuf*, held in collaboration with *GREY GOOSE® Altius*. After midnight, the doors are open up for all, everyone is welcome to join.

Next up, *Camiel Fortgens* will present its SS26 collection in a public space in the center of Amsterdam, where the clothes instinctively belong: among people, movement, and urban architecture. The collection draws inspiration from American archetypal classics and vintage pieces that evoke familiarity and timelessness. It embodies a sense of laid-back luxury while showcasing the brand's signature raw finish and attention to detail.

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 *IIPM Studio* will present its SS26 runway collection, creative uniforms for the urban explorers.

OHIM presents *The Ways Of Water* and celebrates the stories of black Amsterdam fashion professionals, translated into a fashion collection and fashion film by *Noukhey Forster* and *Florian Joahn*. The evening combines film, music, performance and storytelling in a fashion walk and video installation, and concludes with an afterparty organised by *The Gang Is Beautiful*.

Also in the evening, 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 morning, an intimate press breakfast presentation by *B.B. WALLACE* will take place at the *Over Amstel Boerderij*. Thereafter, *Patience studio* will present 'Patience Practices' at the *Molen van West*. Born from a search for creative freedom, a philosophy emerged that connects product, taste, sound, and scent - encouraging awareness of how things are made, used, and experienced.

Bibi van der Velden unveils her first flagship store in Amsterdam, a space that feels like a secret universe. Inspired by the act of excavation, it invites visitors to sink into the layers. Here, each piece is not just discovered, it's revealed. A spark. A memory. A portal. Every detail is designed to awaken curiosity.

Next up, 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.

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, at *Circa*, 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.

This edition, *Wandler* expands into new territory within accessories in collaboration with *SolidNature*. The collection can be discovered at the *PAUW Curated Space* throughout September. Warning: this collaboration may contain traces of peanuts.

This will be followed by *MARTAN*, the Amsterdam-based brand with the nautical world in its DNA, which will celebrate the opening of its pop-up flagship store and exhibition with an intimate waterside dinner and presentation at the historic *NACO House* on the Amsterdam IJ.

We round off Wednesday with *ROTATE*'s 'After Hours' at *SHU Amsterdam*.

Thursday September 4th

On Thursday, *Bram's Fruit* will make things a little juicier by opening the door of their flagship boutique collaborating on a fruity activation, and *Natan* returns to the schedule with its SS26 collection: a graceful evolution of classic couture and ready-to-wear rooted in Belgian craftsmanship and contemporary femininity.

Thereafter, *Daily Paper* and *Google Pixel 10* unite for an in-store experience merging fashion, cutting-edge technology, and creative energy. New talent, *Ülkühan Akgül* will present his debut collection 'ethnical profiting': a presentation where sculptural fashion, digital technology, and activism converge, a visual manifesto against binary identity structures. Followed by a quirky show by *Atelier Reservé* featuring *Cazal* and supported by *Club Brilliant*.

In the evening, *BONNE* presents 'The Carpenter', a FW25 collection showcase and art exhibition by *Bart Lunenburg*. Together with *ELLE*, *Levi's®* will host a festive finale celebrating its iconic fits, gathering Amsterdam's fashion crowd to reflect on and revel in the week's most memorable moments in total denim looks.

HUBS

The HUB by AFW, the concept store that embraces innovation and sustainability, will be held at a new location: *Nieuwe Looiersstraat 47*. On 3 and 4 September, The HUB will transform

this original painter's studio into the coolest concept store in the city and will showcase a carefully curated selection of 30 forward-thinking brands, each selected for their commitment to sustainability, innovation, circularity, originality, and creativity.

Participating brands include: *Bandit Jewel Junkie*, *Bon.Bastisch*, *By Goldie*, *Carelli*, *Caes Store*, *Christian Alexander*, *De Zaken van Sasha*, *DYO*, *Feev the Label*, *Form Unseen*, *Hanne Arends*, *Henri Bolt*, *House of Nobilique*, *Jacky Jewellery*, *Liz v Swim*, *Louis D0r*, *Magnifique Couleur*, *Mick Keus*, *Millie Madness*, *Milou Broersen*, *Nehemia*, *Nobel Store*, *Old Threads*, *Picassa*, *Pied Knitwear*, *Pull & Bear x MOSJ Atelier*, *Saint Blanc*, *Sterre Elaine*, *The Oh Collective*, *Tona Swoboda*, *Tula Atlr*, *Velvet Pages*, *Zjilea*. Art curation is led by *Miranda Lantink*.

In addition to this line-up, visitors can join inspiring Talks daily, including a session with *CPHFW* on 'The importance of platforms such as AFW and CPHFW', featuring speakers *Cecilie Thorsmark* and *Danie Bles* and moderated by *Emma Vloeimans*. During *ELLE's Front Row Talk*, *Gigi van der Zwaan* and *Taviza Balraadjasing* will speak with *Saskia Mayahening*. In the *Keune Talk*, *La Toya Velberg*, *Neslihan Kiyak Höl*, and *Dionne Pool* will discuss 'The Power of Self-Care', moderated by *Sanne Bolten*. *Allyson Shiffman*, *Eva Korsten*, and *Noëmie Haverhals* will also dive into the topic of 'The Strategic Role of Imagery in Brand Building'. All talks are Open to Public upon registration via the schedule on www.amsterdamfashionweek.com.

During the workshop by *Pull & Bear & MOSJ Atelier*, guests can create their own bag charm to attach to the limited edition *Pull & Bear x MOSJ Atelier* bag, inspired by *P&B's* latest collection. Additionally, there will be a workshop on crafting Indigenous shoulder cloths by *Wasjikwa*, and a card box painting workshop hosted by *Picassa* and *House of Nobilique*. During *Drinks & Beats* by *NSMBL* on Wednesday, *Sunny Jansen* sets the mood with feel-good hits. On Thursday, *Nathifa Efia* takes over the decks during *Drinks & Beats* by *ELLE*. Drinks on both evenings are provided by *Stëlz*. Throughout both days, coffee will be served by *Coffee Concepts* and food by *Libertine & friends*.

This year, **GIOIA** and AFW present a special hub for jewellery enthusiasts, open to the public from August 30 to September 4 at Galla Studios, celebrating the pinnacle of jewellery design and creative expression. Visitors can explore the curated collection daily during opening hours, with exclusive showcases from leading and emerging jewelry designers, panel discussions, opportunities to meet the makers, and a "Jewellery & Gems" show, while certain program components are reserved for a select audience.

From September 1 up to September 3, **Maison Modeste** opens its doors at *Fosbury & Sons* as a bold new space for emerging voices in modest fashion. More than just a showroom, it's a stage, a curated gallery where next-gen brands showcase their vision, craft and fresh take on style & identity. The participating brands: *Maziya*, *Destaniya*, *SUITS for her* and *Amoza*, have been carefully curated by *Yeliz Çiçek*.

PARTNERS

Hyundai is on board once again as the official car partner for Amsterdam Fashion Week, enhancing the guest experience with innovative, smooth, and eco-friendly journeys in their electric vehicles. *CS Digital Media* and *blowUP media* take care of the outdoor campaign through the Netherlands.

Backstage creative direction is managed by *M.A.C. Cosmetics* and our hair partners *Keune Haircosmetics* and *Sebastian Professional*. The *Sebastian Professional* Northern Europe styling team, part of *Wella Company*, will craft avant-garde hair looks with edge.

“This season at Amsterdam Fashion Week, we’re embracing a new era of beauty. AI has become the new alchemist of beauty, blurring the line between the organic and the engineered. Moodboards are scattered with faces that feel both intimate yet impossibly unreal. Expect to see Hyper-real skin as a canvas for bold, intelligent artistry. Flawless, filter-free complexions that look digitally perfected, yet remain unmistakably human. Light-reflecting bases combined with micro-detailed accents: think holographic highlights, surgically precise accents and digital-inspired color palettes of off kilter nudes, chromes and glitchy neons.

Amsterdam has always been a breeding ground for bold, conceptual beauty, and this year is no different. Whether it’s mannequin like skin or textures inspired by the year 3000, the message is clear: the future of makeup is here—and it’s intelligent, expressive, and beautifully unreal.”-

- Hannah Rosie Bennett, M.A.C Senior Artist Netherlands

EVENTS

For the first time, Amsterdam Fashion Week publishes an official event schedule, running alongside the fashion week from August 30 to September 4, 2025. Across the city, fashion brands, cultural institutions and beloved hospitality venues open their doors for a programme where fashion, art and community come together, both open to the public and invite only.

From August 30 to September 1, *Kantamanto Social Club* presents *Kanta To The World*, a hybrid upcycling takeover featuring live talks, collaborative making, music, swaps and community-driven innovation, linking Accra, Toronto, Cairo and Jaipur to Amsterdam Fashion Week

At *De Hallen Amsterdam*, *I Love Illustration Gallery* and AFW celebrate 750 years of Amsterdam as well as the gallery’s five-year anniversary with a special art manifestation honouring the city as a creative fashion hub. Expect XL fashion illustrations in the iconic Passage, new works by leading illustrators and emerging talent, a temporary gallery, and a public programme including talks, live fashion sketching and workshops.

At *StyleAI*, cutting-edge tech meets curated taste. Together with *The Collectives*, StyleAI hosts an exclusive showroom experience where AI, fashion and community collide. Guests get a first look at the next-generation styling tool, including live demos, forward-thinking conversations, music and drinks.

FI Business takes over *Soho House Amsterdam* for two full days with a focused programme centring on women in fashion and business. From inspiring talks to intimate conversations with industry leaders, ambition, knowledge and vision come together here.

Broodje Gerard in De Pijp offers a free second coffee throughout the week in celebration of AFW and at *Menno Kroon*, aside from flowers, visitors can buy curated fashion pieces by *Heleen Hülsmann* and art by *Margot van Huijkelom*.

Blaze, known for transforming vintage into one-of-a-kind statement pieces, joins forces with *The Collectives* for an extraordinary presentation.

This year's *Vogue Downtown* contains a fashion parade, buzzing parties in boutiques such as Prada, Woolrich and Versace, expert styling advice from professionals, and plenty of entertainment in Amsterdam's *P.C. Hooftstraat*.

In celebration of its 20th anniversary, *Aaiko* will host an exclusive, invitation-only dinner at *Atelier Manos*. The evening will bring together valued guests for an intimate gathering featuring curated entertainment and the unveiling of the latest Aaikonic collection.

LOAVIES launches the limited-edition *LOAVIES x Florence Ebus* collection, combining patched jackets and off-duty dresses with that iconic NYC late-night energy. On September 4, *Le Smash* becomes the release party playground where Amsterdam's coolest crowd comes together for city-girl legacy looks with edge.

Dutch fashion brand *DANTE6* celebrates her 15th anniversary with a festive cocktail party at *CUE*, launching an exclusive capsule collection celebrating womanhood and empowered femininity.

Philips brings its *Free Your Style* campaign to life with the Philips Steamer 5000 Series: the ultimate tool for a quick and stylish outfit refresh. Visitors and the general public are invited to stop by the *Philips Steam Station* for a seamless touch-up.

During the week, *KledingCast* marks its five-year anniversary with a special event at the *AICHE Pleasure Club*, while *Ward Strootman* and *Tecan Tequila* host an exclusive 'End of the Summer Party' at *The Gem*.

The full programme is available at amsterdamfashionweek.com. Follow the Instagram accounts of participating brands for updates.

With kind regards, Team AFW
Mail: press@amsterdamfashionweek.nl
Call: (+31) (0)20-4083220