

AMSTERDAM FASHION WEEK

Amsterdam Fashion Week announces brand line up of its 2026 edition

Amsterdam Fashion Week unveils a dynamic line-up of more than 40 shows and presentations, taking place from 1 to 5 September. Blending new talent with established names, this five-day program will feature runway shows, presentations, talks, and workshops.

This edition also marks the second phase of AFW's partnership with *Copenhagen Fashion Week*, with the implementation of the *Sustainability Requirements framework* introduced into the selection process. Brands are reviewed in relation to the Minimum Standards during the pilot program, allowing them to test and apply the required actions ahead of full rollout in September 2027.

PROGRAM

Tuesday September 1

Amsterdam Fashion Week opens with **AICHE's** first couture show *Seeing Sounds* supported by *Escentric Molecules*. A cinematic exploration of how music shapes identity, ritual and escape in a world that never slows down. Through four characters moving across a fragmented cityscape, the collection reveals how ordinary gestures can become acts of stillness.

Earlier that afternoon, **Arcatype**, in partnership with *Glue Design Week*, opens its debut exhibition *A Space For Time*. By drawing a new map of craft and culture, space is created for discovery, conversation and connection. Running from September 1 to 20 in the heart of Amsterdam, the event brings together emerging brands, creative voices, and the people shaping a hopeful future.

The Collectives launches its digital platform, introducing a new way to experience fashion through curated access, personal styling and community. To mark the launch, The Collectives joins forces with contemporary essentials brand **Lou Lilly** for an exclusive event where guests can discover, style and curate their Fashion Week wardrobes together.

United Repair Academy shows how craftsmanship meets social impact. Through an interactive exhibition and denim workshop, student repair tailors breathe new life into **Levi's®** denim while shaping their own futures. The program offers an inspiring look at how tailoring, circularity and cultural perspectives converge.

The day concludes with an intimate dinner hosted by **Amsterdam Fashion Week** and **Highsnobiety** in collaboration with *Sabine Marcelis*, *SolidNature* and *Copain*. Bringing together craftsmanship, innovation and timeless design, the evening sets the tone for a new edition of AFW.

Wednesday September 2

On Wednesday, **UMA** transforms the space it shares with *Studio Shuijzer* into *UMA Gallery*, bringing fashion, interiors and objects together in a curated environment. The space will also mark 10 Years of *Vogue Living* with *Nōta Gathering*, the new tea label by *Anouk Yve*. Antwerp jewellery house **Wouters & Hendrix** invites guests into the world of *Forbidden Fruit*, the AW26 collection exploring mystery, desire and symbolism. During an immersive experience at *Museum Van Loon*, guests step into a world where art, creativity and craftsmanship intertwine. The experience continues at the *Wouters & Hendrix boutique* in Amsterdam's Negen Straatjes, where visitors can discover the wider universe of the brand until 5th of September.

Dolly Sports makes its Amsterdam Fashion Week debut with the launch of Fall26 in the world of Dolly at *'t Blauwe Theehuis*. Bridging the gap between sports and fashion, the collection combines athletic heritage with elevated design through rich cognac tones, deep blues, unexpected materials, and signature silhouettes.

Celebrating her 10th anniversary, **Tess van Zalinge** presents an archive show in *Brightfiber*, in collaboration with *Keune*. For this anniversary show, she hands over the creative direction to a new generation of creatives: *Evy Cornelie*, *Dirkje Lemmink* and *Simone van Ommen*, each sharing their own interpretation of the label's heritage.

Vlisco Dialogues opens the World of Vlisco in Amsterdam, inviting guests into a space where ready-to-wear fashion, interiors, and iconic archive prints come together through Voices of the Sun for SS27, initiating a bold new global chapter for **Vlisco**.

Eva Korsten introduces **FORTANIER**, a new fashion house where art, architecture and garments converge. Supported by *Google Pixel 11* and *L'Oréal Professionnel*, with hair looks crafted by artist Siko Van Berkel, the presentation marks Korsten's debut under her own label following her success leading the creative vision of *YUME YUME*. FORTANIER gives feminine strength a sculptural form, creating clothing that speaks before language does.

In the afternoon, **Love Stories** presents its SS27 collection, *Modern Heritage*, en plein air in the park. A celebration of wearable souvenirs, gelato shades and lingerie-inspired classics, the collection reimagines familiar codes through the distinctive Love Stories lens. Alongside the collection, a limited-edition upcycled capsule will be available exclusively at their Herengracht boutique.

In *Nxt Museum*, **The New Originals** unveils its latest collection alongside a tribute to *Osofo Dadzie*, the iconic Ghanaian television series. The presentation is created in collaboration with filmmaker and creative director *Ebeneza Blanche* and supported by *Belvedere*.

Extreme Cashmere and its friends at *Zoldering* turn the brand's canal-side office into a restaurant for one night only.

Set within the historic *Passage of the Rijksmuseum*, Lichting 2025 winner **Youngjin Choe** presents his collection ahead of the Lichting 2026 show with his label *Jinchoe*. Inspired by the childhood game of shadow play, the collection explores the boundaries between light and darkness through cycles of destruction and reconstruction. The day continues in the *Passage* with the 20th edition of **Lichting**, the renowned platform for emerging design talent. Ten of the Netherlands' most promising fashion graduates will present their collections to an international jury and an audience of industry professionals. The winning designer will receive a €5,000 prize supported by the *Meester Koetsier Foundation*, business support from *Grey Men*, and a place on the AFW 2026 programme.

Thursday September 3

Thursday morning opens with **Bibi van der Velden**, bringing her botanical world directly to the public through *Jewels on Wheels*, a mobile fine jewellery experience that reimagines how fine jewellery is discovered and experienced.

The HUB opens its doors on September 3 and 4 at *RIVVIA*, located at *Keizersgracht 264* in Amsterdam. This year, The HUB will celebrate 20 Years of Lichting with a special exhibition in collaboration with *Gemeente Amsterdam*. The two-day program will also feature a curated vintage shop, curated new brands, talks, interactive workshops, a customisation- & repair station and the *Wear for Life* campaign.

Ruben Jurriën's *Maak Nederland weer Gezellig!* takes over the monumental *Molen van West* and is open to the public. The collection reinterprets traditional Dutch costume through comic art, offering a playful yet emotionally charged vision of contemporary identity, supported by *Beemster Kaas*.

A longstanding presence on the Amsterdam Fashion Week programme, **Atelier Reservé** presents *Fall/Winter in Summer*, a study of Shared Value, where clothing moves between people, identities and generations. Deconstructed silhouettes, worn-in materials and unexpected pairings celebrate clothing that can live many lives, be worn in many ways, and never go out of style.

OSCAM welcomes London-based designer *Bevan Agyemang* for his Dutch debut with *Materialising Memories*, an immersive performance and exhibition in which craftsmanship, ritual and movement weave together our collective history.

Wandler presents its FW26 capsule as a limited-edition zine in collaboration with London-based magazine *Pusspuss*.

Following two successful editions, **Vogue Downtown** returns to Amsterdam's *P.C. Hooftstraat*, bringing together fashion, beauty and lifestyle brands for in-store activations, styling sessions and brand experiences.

Later that day, couture label **DEFIJTER&VANBRUGGEN** presents its debut show *The Promise of the Outside*. In a world defined by speed and algorithms, this collection is a reminder of slowing down and physical presence. The flâneuse emerges as a contemporary antidote, reclaiming everyday life as theatre and surrendering herself to the unknown.

For its FW26 collection, **BONNE** collaborates with legendary Dutch graphic designer *Karel Martens*. Titled *The Biker*, the collection draws inspiration from Zeedijk queer icon Bet van Beeren and the visual language of biker culture. Martens translated these references into a series of nine limited-edition iron-on patches, combining biker iconography with a graphic vocabulary inspired by mechanics and industrial signage.

Escentric Molecules hosts an intimate dinner to celebrate 20 years of its radically minimalist, genderless approach to fragrance and the launch of its new *CODE WITHIN* campaign.

In the evening, **Studio NK** presents *The Passage*, its SS27 collection, marking the house's runway debut. A meditation on transition and becoming, *The Passage* invites us to cross the threshold between heritage and identity, where every silhouette embodies the quiet act of transformation.

The day concludes with **Camiel Fortgens'** SS27 runway show, staged in an unexpected yet familiar setting: an *Albert Heijn* supermarket at Stadionplein after regular opening hours, while shelf stackers are still at work. Visitors are seated on folding chairs, with snacks and bottles of water available from promotional racks. The models move through aisles of fresh produce and canned goods as regulars doing their grocery shopping.

Friday September 4

Friday starts at *Hotel De L'Europe*, where **Sisters Janssen**, in collaboration with *Decor Amsterdam*, brings its *COLOR KIDS Playground* to life, creating a playful environment centred on creativity and expression.

To celebrate its 20th anniversary, **METAL Magazine** will host an intimate lunch at *Pulitzer*, bringing together Amsterdam's creative and fashion community.

Tjeerd marie designer duo *Isa van Moorselaar and David Grimmus*, present *Employee of the Month!*. This show explores how the effects of work pressure, stress and the constant drive to perform impact the body, appearance, behaviour and perception. *Tjeerd marie* translates these experiences into a multidisciplinary performance.

Natan returns to the schedule with its RTW SS27 collection: a graceful evolution of classic couture and ready-to-wear rooted in Belgian craftsmanship and contemporary femininity.

ULKUHANBATUHAN presents *Mens, erger je niet*, a collection that examines the politics of patience through a series of looks navigating presence, displacement and conformity. Reimagining the iconic board game as a social allegory, the designers reveal the invisible structures that govern participation, where resilience is celebrated, compliance is rewarded and disruption is punished.

In the evening, nine emerging designers represented by **The Creative Lab** will showcase their sustainably made capsule collections. Each designer will present four unique looks, styled in collaboration with local jewellery and accessory designers. The presentation spotlights the next generation of NL-based independent design talent.

Rhea opens a two-day pop-up. Founders *Roos Fleuren* and *Bridget Cumberworth* introduce the new collection and speak on radical transparency: every piece carries a Renoon digital product passport. Scan the QR code to trace materials, production and environmental footprint through a full Life Cycle Assessment.

ELLE hosts a Block Party with a community of creatives, tastemakers and fashion lovers for a public celebration of fashion, music and culture.

The day concludes at *Paradiso*, where **The Patchwork Family** celebrates its fifth anniversary with a special *Best Of* show. Following the show, the collective takes over the entire venue for *The Grand Family Affair*, featuring live performances, DJs and birthday surprises.

Saturday September 5

On Saturday, **Pablo Salvador Willemars** presents a drenched défilé of garments and headpieces at *Looiersgracht 60*.

A **Fleuril GO POINT pop-up** opens on the Herengracht, inviting guests to trade a pre-owned piece for a mystery item, including special influencer pieces, and repair their wardrobe at an interactive repair bar. The pop-up encourages to rethink how we give our clothes a second life. As **Amsterdam Museum** celebrates its 100th anniversary this year, it brings together a curator, fashion activist, and vintage specialist for a talk exploring the complex history and contemporary significance of animal materials in fashion, from cultural heritage to sustainable alternatives. The programme then turns to Amsterdam's streetwear culture with an in-depth talk featuring *Masta Lee* in collaboration with *Gowtu*.

The day continues with *Indigo Beam* by **Vince Reece Hale**, supported by *Sebastian Professional*, who translates his long-standing fascination with denim into an immersive fashion experience. A collection crafted entirely from denim forms the basis for a world of light, movement, sound and spatial installations. This results in a cinematic presentation where material research, couture and experience converge.

Amsterdam Fashion Week concludes with an official closing party, hosted together with **tuftuf** in the iconic *Westerkerk*. For one evening, the historic church transforms into a spectacular

dance floor, complete with an enormous disco ball, disco classics, signature cocktails and the vibrant atmosphere tuftuf is known for.

The unofficial Fashion Week closing is a night of inclusion, diversity and a tad of defiance at *Club RAUM*. **The Gang Is Beautiful x Grey Men** celebrate the underground, creating a pedestal for the Other - the unseen voices, faces and infinite inventiveness that fuel the overt world of high fashion.

Hyundai returns as the official mobility partner of Amsterdam Fashion Week, with **Hotel De L'Europe** as the hotel partner, welcoming international guests in the heart of Amsterdam. Backstage creative direction is led by AFW partners **Sebastian Professional** and **MAC Cosmetics**, shaping the beauty vision across shows and presentations throughout the week.

"Hair is becoming more personal than ever. Current trends blend polished craftsmanship with lived-in ease, embracing texture, softness, and versatility. The most influential hair trends today aren't about fitting into a category. They're about breaking away from one.

From undone texture to bold transformations, modern hair is driven by individuality, creativity, and the confidence to wear your story your own way. Trends inspire. Individuality transforms."
Kirsti Solberg, Creative Leader, Sebastian Professional Northern Europe

"This season feels less about trends and more about identity. Beauty is becoming quieter, more instinctive and celebrating individuality rather than perfection. There's a confidence in letting natural skin lead the conversation, embracing texture, transparency and the subtle details that make a face feel real. The beauty looks this season are helping to build characters rather than simply decorate them. There's a real celebration of natural skin, embracing texture, healthy radiance, and enhancing rather than masking what already exists. It's about creating an atmosphere, not chasing a single aesthetic.

What I always love about Amsterdam Fashion Week is its sense of honesty. There's a rawness to the designers approach, with sustainability and conscious craftsmanship woven naturally into the creative process rather than treated as a statement. That spirit carries through to the beauty too, looks feel effortless, intuitive and authentic."

Hannah Bennett, MAC Global Senior Artist for The Netherlands

View the official schedule at amsterdamfashionweek.nl. The Event Schedule will be announced next week.

With kind regards,
Team AFW

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