

AMSTERDAM FASHION WEEK

Amsterdam Fashion Week presents first names

Amsterdam Fashion Week (AFW) is proud to unveil the first names on its 2026 show schedule, taking place across the city from September 1 to September 5. Bringing together a broad mix of established designers and emerging talents, the line-up features a spectrum of immersive presentations, events, and shows at unique venues.

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*, a collection exploring how music shapes identity, routine and the quiet ways people disconnect from their fast-paced life. Following four characters moving through a fragmented cityscape, the show reveals how small everyday rituals can become moments of calm within an overstimulated world.

Earlier that afternoon, **Arcatype** launches its first exhibition *A Space For Time*, inviting visitors to connect with emerging and established creators in person, rather than on a screen. Celebrating craftsmanship and the time it takes to make something truly well, the curation explores themes around how we choose to spend our time.

The Collectives launches its digital platform, marking the next step towards a scalable future for premium circular fashion. By combining technology, curation and community, the platform redefines luxury fashion for a generation that values access over ownership.

The day concludes with an intimate dinner hosted by *Amsterdam Fashion Week* 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, Antwerp jewellery house **Wouters & Hendrix** invites guests into the world of *Forbidden Fruit*, the AW26 collection exploring mystery, passion and age-old symbolism.

During an immersive experience, 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.

Following this, **The Hungry Eye Fair** opens its doors at the *Kromhouthal*. The boutique art fair, with the allure of a museum, is dedicated to fine art photography, showcasing the medium through three temporal lenses: the past (vintage), the present (contemporary), and the future (emerging talent).

Marking her 10th anniversary, **Tess van Zalinge** presents an *archive show* 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**.

Thereafter, *Eva Korsten* is introducing **FORTANIER**, a fashion house where art, architecture and garments converge. Following her success of leading the creative vision of *YUME YUME*, she debuts a new label with a collection that gives feminine strength a sculptural form.

In the afternoon, **Love Stories** presents its SS27 collection in an open-air cinema setting, where wearable souvenirs, gelato shades and everyday treasures come together through the brand's distinctive lens. Alongside the collection, a limited-edition upcycled capsule is available exclusively at the Herengracht boutique.

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*.

As we shift from day to evening, **Extreme Cashmere** and its friends at *Zoldering* turn the brand's canal-side office into a restaurant for one night only.

Ahead of the *Lichting 2026* show, *Lichting 2025* winner **Youngjin Choe** presents his collection. 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 concludes 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**, who transforms how fine jewellery is experienced by bringing her botanical world directly to the public through her *Jewels on Wheels* concept.

The programme continues with **Ruben Jurriën's** show *Maak Nederland weer Gezellig!* presented at the monumental Molen van West and 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 Reserve** presents a new collection exploring contemporary consumption and changing perceptions of value.

Next, **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.

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 **SistersJanssen**, in collaboration with *Decor Amsterdam*, brings its *COLOR KIDS Playground* to life, creating a playful environment centred on creativity and expression.

Thereafter, **tjeerd marie** designer duo *Isa van Moorselaar and David Grimmus*, presents *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.

Next, **Dolly Sports** makes its Amsterdam Fashion Week debut with the launch of Fall26 in the world of Dolly. 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. Guests can expect good music, drinks and the unmistakable sporty energy that defines the Dolly Sports community.

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.

The Creative Lab returns with its second fashion show, presenting ten emerging sustainable designers based in the Netherlands. Following the runway presentation, all featured designs are available for purchase in the showroom, strengthening the link between designer and wearer.

In the evening, **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.

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. Thereafter, the **Amsterdam Museum** explores the city's streetwear culture through an in-depth talk with experts, and a community archiving workshop, questioning which stories are preserved and which ones risk being lost.

The day continues with *Indigo Beam* by **Vince Reece Hale**, 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 a celebratory closing party, marking the end of the week's programme.

Backstage creative direction is led by AFW partners **Sebastian Professional and MAC Cosmetics**, who shape the beauty vision across shows and presentations throughout the week.

Additional details on participating designers and brands will follow. The full programme will be announced on *August 6*.

With kind regards,
Team AFW

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