

MODEFABRIEK #23: FULLY BOOKED TWO MONTHS AHEAD OF TIME

The largest fashion fair in The Netherlands presents the most relevant mix of brands ever, in an atmosphere of inspiring trendsetters and avant-garde design

As the leading Dutch fashion trade fair, the modefabriek has a huge reputation to uphold for its exhibitors and visitors regarding progression, quality and continuity. For the 23rd modefabriek, the organizers have pushed the bar even further, resulting in a balanced and impressive selection of labels combined with the fresh creations of up and coming fashion talent as well as a packed, inspirational programme. The number of labels this season has grown (to an absolute record number of 500 – the entire fair area has been completely sold out!) and the fair will be presenting a blueprint of the international fashion avant-garde, where Scandinavia still rules. This time the theme of the successful superstore – a paradise for spoiled shopaholics – is the future; so expect a surprising mix of bold, strange and wild fashion items and design gadgets.

PREMIUM BRANDS

On 29 and 30 July, in addition to a balanced mix of well-known top brands, modefabriek #23 will welcome a large number of newcomers; Scandinavia is especially well represented with labels such as Björkvin, By Tougaard, Samsøe & Samsøe, Edith & Ella, Hübsch und, Casch Copenhagen, By Groth and Nerve. And in contrast to the clean and subtle collections of the Scandinavian designers, there is also plenty of attention for the seductive and outgoing designs of Italian labels like Twin-Set, Guess by Marciano, Mauro Grifoni, Charapa and Henry Cotton's. The Great China Wall – the hot, pricey label from Los Angeles – will be using the modefabriek to launch its prêt-à-porter collection, The Great China Wall INK, an affordable line with hoodies, T-shirts, sweatshirts and sweatpants. As an ultimate addition to the *Better Blues* selection, the Sixty group will be creating an *acte de présence* with all of its labels, including Miss Sixty, Energie and Killah. Katarina – the super elegant and innovative German women's label with an emphasis on lines and details – will be showing its distinctive collection. The *Ultimate Essentials* selection will be enhanced with the women's label Les Petites – a wonderful collection with pure French fashion classics with a spirited twist. Labels such as Cycle, Odd Molly, K-Swiss and Lillian Sanderson are back after a short break from the fair and will be presenting their latest collections for spring/summer 2008. And finally, the charming modefabriek hostesses will be dressed in the hottest creations of the trendy Danish label Modström.

TOMORROW'S TALENTS

In addition to being a sample card for trendsetters within the (inter)national fashion arena, the modefabriek has always been a platform for young, up and coming design talent. By way of unconventional 'exhibitions', modefabriek visitors have always been inspired and stimulated in a completely original way. And this year is no exception - ten new, promising, recently-graduated fashion designers will present their collections in sawed-off caravans! At the same time, a luxuriously decorated part of the modefabriek will highlight an exclusive selection of must-see local and international fashion labels on the brink of making a big breakthrough into the market. And remember – you saw them first at the modefabriek!

LOVELINESS WE'VE LOST...

On 31 August, exactly 10 years ago, Diana, Princess of Wales, lost her life together with her lover Dodi Al-Fayed as a result of a car accident. Princess Diana adored clothes; she was passionate about fashion and was (and still is) a style icon for millions. The princess understood like no other that she could use her worldwide fame to collect money for charity, something she dedicated her life to. As a tribute to Diana, the crème de la crème of the Dutch fashion design world, including Daryl van Wouw, Percy Irausquin, Jan Taminiau, Bas Kosters and Mada van Gaans, have created ten dresses based on what the Princess would wear now if she were still alive. In cooperation AvantGarde, the modefabriek is organizing a unique exhibition of the *toiles*, or rather the works of the designers. The designs will be presented at a later date by AvantGarde. Afterwards the dresses will be auctioned and all of the proceeds will be given to the Red Cross, one of the organisations that to which Diana gave her heart and time.

OFF SCHEDULE

The new fashion event Off Schedule is a blueprint of contemporary, innovative fashion designers. The first Off Schedule event took place last January when the fashion underground of the Randstad area, celebrities and fashion professionals came together at the Amsterdam Koepel Church. Off Schedule shows off the vitality of international urban youth culture by way of a selection of talented designers. Designers who will present their work during the second Off Schedule event (on Friday, 20 July) include Merel Boers (winner BLVD Modeprijs 2006), Bas Kusters, LEW, And Beyond and Elisa Marchesini. The modefabriek wholeheartedly supports the initiative and offers Off Schedule its own stage, where innovative designers with the 'do it yourself' mentality will be put into the spotlight.

BACK TO THE FUTURE

Ready for take off! Step into the futuristic world of the superstore 03; a fresh look at the future of fashion and design. Superstore 03 is *the* platform for the most striking, craziest, wildest and most unexpected fashion items and design gadgets. The heart of the modefabriek is a paradise for the spoiled shopper in all of us; we see trendsetting products, innovative materials, retro futuristic colour palettes and groundbreaking technology; shaped, melted and mixed in a vibrant environment. At the same time the concept store houses a superstore catwalk in cyber space style, where cutting-edge talents will show their collections.

CHANGE CLOTHES AND GO

Tired of your favourite piece of clothing? Take your worn-out, holey jeans or comfortable, faded sweater with you to the modefabriek and trade them in for a fashionable *nouveauté*. At the *Wisselrette* visitors can exchange clothes with each other, but will also have the opportunity to trade their fashion mistakes or hand-me-downs for desirable fashion must-haves, contributed by participating labels and exhibitors. There's no better way to refresh your wardrobe!

MODEFABRIEK #23

Date: Sunday 29 and Monday 30 July 2007

Location: Amsterdam RAI, Europaplein 22, Halls 1, 2, 3, 4 and 6

Opening times: 10:00 – 18:00

Entrance: pre-registration € 12.50 via internet; € 15.00 at the door (press and stylists free entrance)

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