



Ten days full of fashion in Amsterdam

Surprise Fashion House will delight audiences during 'Zalando presents 10 Days Downtown'

The 22nd edition of Mercedes-Benz FashionWeek Amsterdam will start on Friday 16th January with 'Zalando presents 10 Days Downtown,' a public programme that showcases accessible fashion in all its glory, from the catwalk to the sidewalk. Over the course of ten days, audiences can enjoy presentations, performances, exhibitions, and parties with a fun fashion twist at ten high-profile locations throughout Amsterdam.

Zalando Fashion House

This year's event will see the launch of the Zalando Fashion House on Saturday 17th January at Haarlemmerdijk 41. The Fashion House is an inspiring spot where fashion lovers can meet and mingle. Here, visitors can find information about the 'Zalando presents 10 Days Downtown' programme, enjoy a drink at the fashion café, and discover fashion brands available in the online shop. Dutch fashion designer Ilja Visser designed a special Zalando item as part of her Ready to fish line with a pattern from the SS15 collection. This item will be sold exclusively at the Fashion House.

Live stream

All fashion lovers can enjoy front row seats at this year's Mercedes-Benz FashionWeek

Amsterdam. To get the public even more involved in this special fashion event, audiences can follow the catwalk shows at Mercedes-Benz FashionWeek Amsterdam via an online live stream as well as at the Zalando Fashion House.

Fashion & disciplines

'Zalando presents 10 Days Downtown,' part of Mercedes-Benz FashionWeek Amsterdam, offers a wide selection of venues, activities, and opportunities to discover the very best in Dutch fashion. On Saturday 24th January, the Koepelkerk (the domed former Lutheran church) will present a stunning combination of fashion and ballet, a collaboration between the Dutch National Opera & Ballet, fashion designer David Laport, and filmmaker Mathieu Gremillet. Visitors will be treated to an extraordinary dance film and a live performance by the Dutch National Opera & Ballet wearing designs by David Laport.

"It's an honour to participate in 'Zalando Presents 10 Days Downtown'. This platform gives me the unique opportunity to explain the underlying concept of my designs. It also helps me expand my target audience by combining various disciplines, such as dance, film, and fashion.."

— David Laport, fashion designer

The programme of 'Zalando presents 10 Days Downtown,' part of Mercedes-Benz FashionWeek Amsterdam, is as follows:

- Day 1: Time to Show: Friday 16th January, **Melkweg**, opening party with photographer Henri Verhoef and DJs Kris Kross, Sunny, Riptide, Valentijn, and Doppelgang.
- Day 2: Fashion Evolution: Saturday 17th January, **Volkshotel**, designers Fernanda Fernandes, Mirte van Wijngaarden, CP113, and The Next Closet.
- Day 3: Fashion meets the Dutch National Opera: Sunday 18th January, **National Opera & Ballet**, designer Zyanya Keizer.
- Day 4: Fashion Feel Good: Monday 19th January, **Mossel & Gin**, with fashion label Costes.
- Day 5: AMFI presents Fashion Films: Tuesday 20th January, **Het Ketelhuis**, with students from the Amsterdam Fashion Institute (minor: Fashion & Visual Culture).
- Day 6: Fashion & Digital Art, Wednesday 21st January, **art'otel amsterdam & gallery 5&33**,

designer DORHOUT MEES.

•Day 7: Zalando Fashion House, Thursday 22nd January, **Haarlemmerdijk 41**, workshop with designer, photographer and stylist.

•Day 8: Fashion & Van Gogh, Friday 23rd January, **Van Gogh Museum**, designers Elke van Zuylen and Barbara Langendijk.

•Day 9: Fashion & Ballet, Saturday 24th January, **Koepelkerk- Renaissance Amsterdam Hotel**, with the National Opera & Ballet, designer David Laport, and filmmaker Mathieu Gremillet.

•Day 10: Local Goods Market: Fashion Special: Sunday 25th January, **De Hallen**, with young independent labels.

The full programme – including information about events, times, entrance fees, and designers – can be found at <http://www.fashionweek.nl/en/downtown>

“The 'Zalando presents 10 Days Downtown' programme at Mercedes-Benz FashionWeek Amsterdam has bridged the gap between designer and consumer. It's wonderful to see that our programme has already introduced some 10,000 fashion lovers to designers, their products, and their fashion vision.,,

— Rob Zomer, Director of Dutch FashionWeek

“We are looking forward to this year's edition of "Zalando presents 10 Days Downtown" on Friday 16 January. It's sure to be a fantastic ten-day event with activities that bring inspirational fashion one step closer to the consumer. The aim of the Zalando Fashion House at Haarlemmerdijk 41 in Amsterdam was to create a place where consumers could meet, enjoy a drink at the Zalando café, and get more information about the events on offer over the course of this ten-day event. They can also discover inspiring Zalando brands, test the mobile app, and win great prizes.,,

— Donna Darthuizen, Country Cluster Head for Zalando Benelux

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 **zalando** PRESENTS

10DAYS**DOWNTOWN**

16-26 JANUARY **FASHIONWEEK.NL**



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ABOUT FASHIONWEEK NEDERLAND

About Mercedes-Benz FashionWeek Amsterdam

Mercedes-Benz embraces Amsterdam in the line-up of international FashionWeeks, because of its personal and outspoken character. Mercedes-Benz is all about style, design, class and innovation. The same goes for the fashion industry, and therefore the brand feels closely associated with the fashion branch both nationally and internationally. By sponsoring the major fashion weeks around the world Mercedes-Benz plays an active role in encouraging talented, innovative and ambitious designers.

About FashionWeek Nederland

FashionWeek Nederland is the largest and fast-growing Dutch fashion platform that represents the celebration of Dutch fashion talent, the building of bridges between creativity and commerce and the search for international connection. Based on its three pillars Connect, Grow and Celebrate and its four programmes Catwalk (Mercedes-Benz FashionWeek Amsterdam), Zalando presents 10 Days Downtown, Vodafone Firsts Fashion LAB and Fashion in Business, FashionWeek Nederland connects parties inside and outside the fashion industry, it promotes growth and development, and it celebrates all the wonderful things that the Dutch fashion has to offer in talent and creativity. FashionWeek Nederland organises activities throughout the year, focusing on fashion lovers and professionals from fashion and related industries, including designers, labels, buyers, national and international press agencies, agents, the creative industry, government and semi-government and investors. FashionWeek Nederland works closely with Title Partner Mercedes-Benz, Premium Partners Marie Claire, L'Oréal Professionnel and Vodafone and Programme partners Zalando (10 Days Downtown) and Vodafone (Fashion LAB). Also Gemeente Amsterdam supports Downtown. FashionWeek Nederland organises the Mercedes-Benz FashionWeek Amsterdam twice per year. www.fashionweek.nl.

About Zalando

Zalando (www.zalando.nl) is Europe's leading online retailer for shoes and fashion. Working with over 1,200 international brands, Zalando offers an extensive selection of products for women, men and children, ranging from popular high street brands to much sought-after designer labels. Exclusive accessories and sportswear add to Zalando's wide range of products. A combination of unique services – free delivery and returns, a free service helpline and an extended 100-day returns policy – make online shopping at Zalando a convenient and secure online experience. The company was founded by Robert Gentz and David Schneider in 2008 and its headquarters are located in Berlin. Following its success in Germany, Zalando launched in Austria in 2009 and the Netherlands and France followed in 2010. In 2011 Zalando ex-panded into Italy, the UK and Switzerland. Since 2012 Zalando has also been available in Sweden, Belgium, Spain, Denmark, Finland, Poland, and Norway. Deliveries were extended to Luxembourg in 2013.



FashionWeek Nederlandpressroom

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