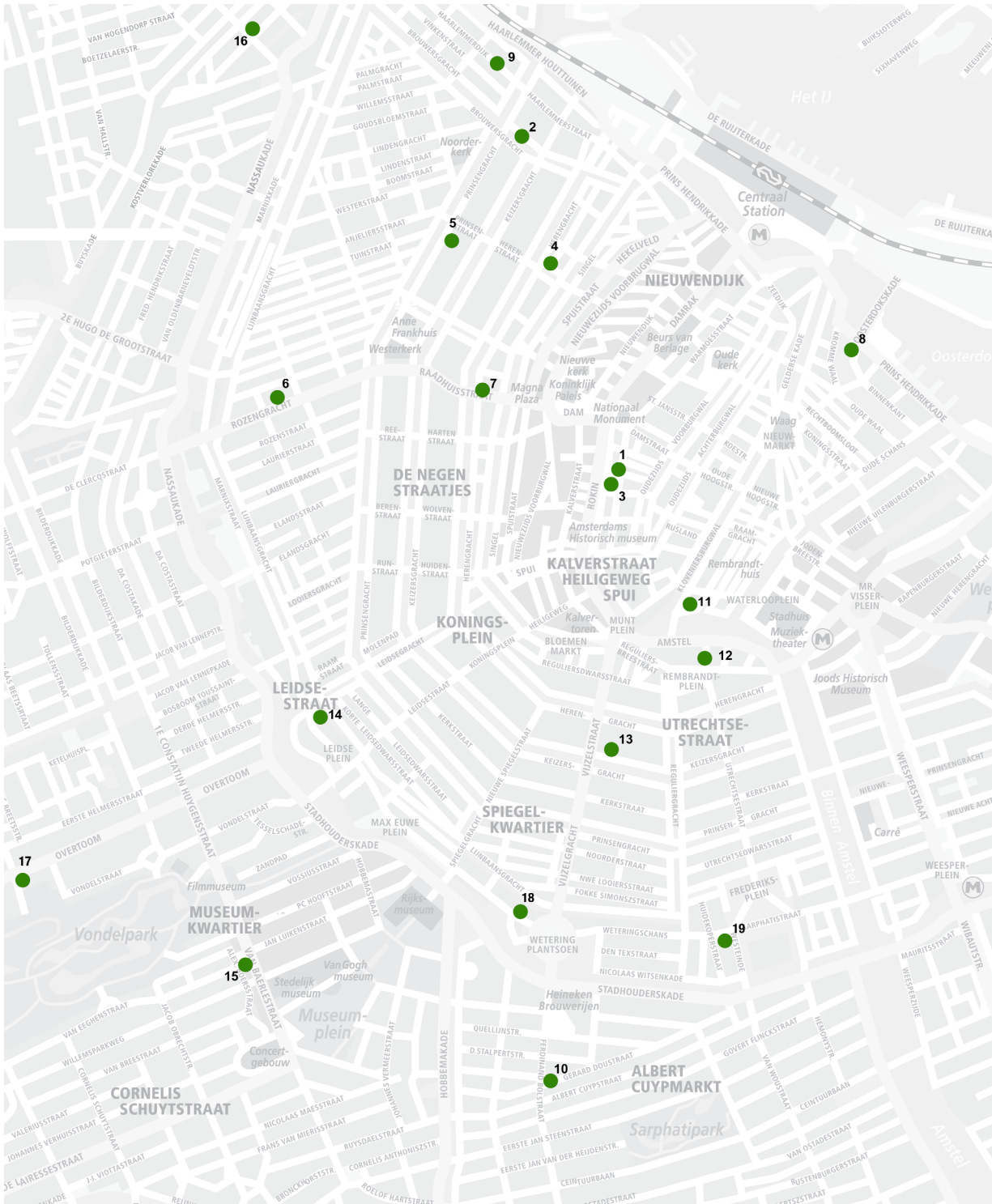




AMSTERDAM FASHION WEEK

GREEN HOTSPOTS

July 6th - July 15th



- 01. The Green Fashion Bazaar by AFW | July 15th |**
De Brakke Grond, Nes 43
- 02. The Green Collective Exposition by AFW | July 14th |**
Umsjatka Studio's Brouwersgracht 130-134
- 03. High Fashion Low Countries | July 13th |**
De Brakke Grond, Nes 43
- 04. Annliz | July 14th |**
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- 05. i love vintage.com | July 6th |**
Prinsengracht 201
- 06. Look and Feel by Guus | July 10th |**
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- 07. Fair + Fair = Fashion by Fair + Fair | July 15th |**
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- 08. Refashioned | July 10th |**
Oosterdoksstraat 110
- 09. Restored loves First of August | July 14th |**
Haarlemmerdijk 39
- 10. Good Food | Good Fashion | July 12th |**
Gerard Doustraat 84
- 11. Greenery by Droog | July 7th |**
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- 12. Scandal(e) behind the scenes | July 8th |**
Bakkersstraat 13
- 13. Paparazzo Extraordinaire! by Ron Galella by FOAM | July 8th |**
Keizersgracht 609
- 14. The Young Fashion Collective | July 13th |**
Sugarfactory, Lijnbaansgracht 238
- 15. Downtown Fashion Event The People of the Labyrinths July 7th |**
Van Baerlestraat 42-44
- 16. raw by Culinaire Werkplaats | July 12th |**
Fannius Scholtenstraat 10
- 17. Green Fashion Getaway by Concious Hotels | July 9th |**
Overtoom 519
- 18. Showroom Blaenk SS 2013 by Blaenk | July 11th |**
Weteringschans 151
- 19. From Amsterdam with loVe by Hotel V | July 12th |**
Weteringschans 136

01. The Green Fashion Bazaar by AFW | July 15th | 11:00-20:00 | Fashion & Green

During Amsterdam Fashion Week this July we are organizing our first 'The Green Fashion Bazaar' in collaboration with our favourite vintage store 'Doortje Vintage'. The Green Fashion Bazaar is a one-day 'bazaar' where the best 'green' designers and the finest vintage is for sale in a unique, green and inspiring surrounding at de Brakke Grond (Flemish Cultural Centre) in central Amsterdam. The Green Fashion Bazaar partners with 'High Fashion Low Countries' at de Brakke Grond, all-in-all a great fashion event!
www.thegreenfashionbazaar.com

02. The Green Collective Exposition by AFW | July 14th | 11:00-18:00 | Expo & Green

The Green Collective Exposition is a presentation of fashion, product design and architectural concepts by the most talented participants of The Green Fashion Competition (AFW) The Green Design Competition (DDW) and The Green Architecture Competition (NAi). Designed by stijlinstituut amsterdam with Harm Rensink, the exposition consists of 'hang- ing cabinets' where the participants' work is showed. Built of lightweight, low energy materials. All of which are recyclable. Come and see the most cutting edge 'green' fashion, design and architecture on July 13th, 14th and 15th.
www.green-collective.com

03. High Fashion Low Countries | July 13th | 17:00-22:00 | Expo & Green

High Fashion Low Countries, a project initiated by the Netherlands Embassy in Brussels, is a vivid example of how relevant entities and cutting-edge designers from Belgium and The Netherlands are taking note of changing times, realizing that cultural entities, not just businesses, need to think broadly and imaginatively to ensure their continuing excellence and long-term sustainability. The project will start in Amsterdam on July 13th with a pre-view and will travel to Brussels and Antwerp later this year.
www.highfashionlowcountries.com

04. Annliz | July 14th | 11:00-18:00 | Shopping & Green

Fair Fashion for women and kids will during the AFW play extra attention to young, upcoming designer labels for women and kids who choose to work with organic materials or choose to produce locally. Like: Barbara Munsel, Studio Jux, Christina Krämer, Isabell de Hillerin, Olga Korstanje, Inch by inch, Mini Rodini, April shower, Coqenpate. We will offer chilled green tea with mint, a nice introduction story about the labels and extra 10% discount (on top of the summer sale). Come & enjoy! All days (except Monday open) www.annliz.com. Also open on 11, 12, 13 and 15 July from 11.00 – 18.00. www.annliz.com

05. i love vintage.com | July 6th | 12:00-19:00 | Fashion & Green

ILV offers vintage clothing & accessories as well as New Vintage Inspired clothing from different indie brands ranging from the 1920's up to the 1990's.
www.ilovevintage.com

06. Look and Feel by Guus | July 10th | 11:00-18:00 | Shopping & Green

From the 11th until the 14th of July, visitors of the Downtown route are welcome to have a look and feel in the world of sustainable fashion and accessories. Try your luck in the grab bag with probably some solutions to give the world a better chance. During Fashion Week Downtown you'll get a 10% discount on all Garbages of Hamers and all sustainable t-shirts from Supershirt.
www.dewinkelvanguus.nl

07. Fair + Fair = Fashion by Fair + Fair | July 15th | 15:00-18:00 | Fashion & Green

FAIR+FAIR is a store in a classic canal house selling cool fair products. From jewellery to furniture to balloons. Fair trade, recycle, cradle to cradle is the thing. Design, hand made, unique pieces are inherent to the collection. The focus is on home. All our profit is invested in houses for our producers in developing countries. So FAIR shopping for a FAIR house is our credo. During the Amsterdam Fashion Week we organise some workshops on FAIR interior styling with some famous Amsterdam designers and serve fair tea and fair chocolate cake and much fair wine! And of course is the store open during the whole week every day from 11.00 to 18.00. www.fairandfair.nl

08. REFASHIONED | July 10th | 19.15-21:00 | Fashion & Green

This year 2012, Horst shall be returning to Amsterdam for the Downtown fashionweek. The American designer, known for his elaborate, avante-garde gowns made of wool, shall be showcasing his new repurposed line. His fashion show shall be opened by Woolen Niche. There will be showed the collection NOWA - natural organic wearable art - and is made of natural dyed and printed wool and silk.
www.horstcouture.com

09. Restored loves First of August | July 14th | 13:00-17:00 | Shopping & Green

Restored loves First of August! On Saturday the 14th of July we will present the new collection 'by FoA' designed by Karlijn Boersma. You may know her from the famous FoA blog and shop. On this special day Restored will bring you feather hair extensions, special prices, drinks and bites. In our fresh shop you will find lots of unique fashion, jewelry, bags, magazines, interior products and accessories. Welcome to browse, own and cherish!
www.restored.nl

10. Good Food | Good Fashion by Charlie+Mary & Beter&Leuk | July 12th | 17:00-21:00 | Party & Green

Come over to the vibrant area the "pijp" for your laidback GOOD after work FASHION party downtown. Expect delicious food, awesome ethical fashion, funky tunes and more... www.charliemary.com

11. Greenery by Droog | July 7th | 12:00-17:00 | Shopping & Green

Droog is not only known for its ground-breaking conceptual designs, but also for its interest in ecological innovation and green design. With recycling being one of the main themes within Droog's design aesthetics, the environment is absolutely something that matters to Droog. Their products combine the typical Dutch modesty with a strong concept, using environmental-friendly materials. Designed to change your daily routine, each Droog piece has its own story to tell.
www.droog.com

12. Scandal(e) behind the scenes | July 8th | 14:00-17:00 | Beauty & Green

Scandal{e} would like to present 'Scandal{e} behind the scenes' a live photo shoot and photo exhibition in the Hair Salon and Concept Store. Get the chance to see what happens behind the scenes look of a fashionshow and experience how it is to be touched Scandal-e style; cutting edge hair with eco friendly products, professional photography, green fashion forward. This all will be accompanied with a Aperitivo. See facebook.com/scandaleAmsterdam for latest news and celebrating moments or make an appointment during AFW to experience a Scandal{e} hair style at a special AFW rate.

13. Paparazzo Extraordinaire! by Ron Galella by FOAM | July 8th | 10:00-18:00 | Expo & Green

Foam presents a major exhibition of work by Ron Galella, pioneer of paparazzi photography. The exhibition features photos of stars including Mick Jagger, Jackie Onassis, Andy Warhol, Penélope Cruz and many more. These photos have appeared in magazines such as Life, Time, Vogue and Vanity Fair. Most of the presented works are vintage prints, which have been reused over the decades. For more information: www.foam.org/rongalella. every day open 10:00-18:00.

14. The Young Fashion Collective | July 13th | 20.30, show begins 21.30 | Fashion & Green

The Young Fashion Collective is a cooperation between a number of new fashion labels, among which many sustainable designers! We will organize an exciting fashion show, where each label will show their brand new collection. The show will take place in the Sugar Factory. We want to welcome you on this spectacular event. Join The Young Fashion Collective on Facebook and receive free entrance. We hope you will get inspired! www.theyoungfashioncollective.com

15. Downtown Fashion Event The People of the Labyrinths | July 7th | 13:00-17:00 | Fashion & Green

A funny collectible is waiting for you during our small Fashion Week event on Saturday July 7th. Enjoy a drink during browsing through our new exclusive stock department. Experience the POTL world of dyeing and printing by watching the ultra short movie "Work in progress print, ink, magic".
www.labyrinths.nl



16. raw by Culinaire Werkplaats | July 12th | 18:00-22:00 | Culinary & Green

Fancy spoons full of fashion? In that case you are more than welcome at de culinaire werkplaats where Marjolein Wintjes and Eric Meursing captured the Zeitgeist in a unique food=fashion eating special: raw. The result: 5 delicious dishes featuring a colour and texture forecast for food & fashion fabrics summer 2013 and beyond. Raw, a dinner experience where food & fashion meet. July 12-13-14, 2012. Thur-fri: 17 – 22 hrs – Sat: 12 – 22 uur. www.deculinairewerkplaats.nl

17. Green Fashion Getaway by Conscious Hotels | July 9th | check in: 14:00 | Fashion & Green

We offer you a 10% discount on your room nights from 9th till 15th of July. On top of that if you arrive on the 9th of July, we offer you a complimentary drink. Make your booking through www.conscioushotels.com, select Conscious Hotel Vondelpark, select your dates and mention in the comments: "Fashion Week 2012". We've just made saving the planet look even better. www.conscioushotels.com

18. Showroom Blaenk SS 2013 by Blaenk | July 11th | 10:00-18:00 | Fashion & Green

Blaenk is a collaboration between the German design duo Silke Geib and Nadine Möllenkamp. Their women's wear collections focus on high fashion and experimentation which result in elaborate, made-to-measure clothing, that is ultra feminine, elegant and innovative at the same time. Blaenk aims to create exclusive, hand-crafted couture products which refer to 'high dressmaking' and a 'do-it-yourself' philosophy. www.blaenk.net

19. From Amsterdam with loVe by Hotel V | check in 14:00 | Fashion & Green

During the Downtown week we can offer you a large double room with a discount of 15% off of our online rates and a complementary bottle of prosecco. Your stay includes a sustainable breakfast for two, free coffee and tea in our lounge and free wifi. Hotel V is the perfect place to relax after a long day going Downtown. www.hotelv.nl