



MODEFABRIEK #43 | FASHION ♥ WOMEN

The summer edition of Modefabriek this coming 9 and 10 July will be totally on trend as always. The themes to be highlighted – including a tribute to feminism and the unmissable #LEARN programme – will make your visit to Modefabriek truly memorable. But first we'll tell you all about one of the defining fashion trends of 2017.



'WE SHOULD ALL BE FEMINISTS'

Feminism is of course not a fashion trend in the same way as flamboyant trousers, off-the-shoulder tops, trench coats and nineties streetwear. Still, the fashion world with its influential celebrity entourage has recently aligned itself closely with women. All the fuss over 'grab 'em by the pussy' has certainly had a ripple effect, but fashion had already embarked on a remarkable pro-women campaign long before then. Dior's 'We should all be feminists' t-shirt from the debut collection by Maria Grazia Chiuri has become one of the symbols of this trend. The fashion industry's focus on girl power, diversity, gender and realistic representations of beauty presents a positive message and is a welcome trend for the younger crowd in particular.

TRIBUTE TO POWER WOMEN

Modefabriek is proud to do its share to keep the feminist movement 'alive and kicking', starting with the exhibition it is staging this summer on a century of female icons in fashion, from Marlene Dietrich to Beyoncé. As soon as you enter the building, these power women set the tone: if you want to claim your place in the world, do so with style! As Vivienne Westwood would say: 'When in doubt, overdress!' Or that other icon of independence and style, Coco Chanel: 'A girl should be two things: who and what she wants.'

The feminism theme will also feature prominently in Modefabriek's #LEARN programme. The MF Talk given by Irene van Doesburg from Studio Anne-Irene, Forecasting and Fashion Design, is all about her trend forecast 'The Future is Female'. She sees the call for equality and diversity as one of the major issues in the world and in fashion alike. At her most recent show, the designer Angela Missoni handed out Pussy Riot hats to wear during the Women's March. Muslim women wear the hijab on the catwalk, including Somali-American top model Halima Aden, and there is also growing diversity in skin colour, gender and body type across the industry. Influential labels such as Comme des Garçons, Vetements, Balenciaga, Louis Vuitton and Céline use strong, streetwise women as models, while others such as Prada and Gucci kit them out in ultra-feminine styles. Today's woman is unapologetic: she never needs to say sorry for being herself!

The women's power theme reveals the most powerful side of fashion; as an ageless global community, a creative force, and a powerful means of communication. Be inspired by 'More than Fashion' at Modefabriek: to be held at RAI Amsterdam on 9 and 10 July!

**FOR MORE INFORMATION AND HIGH-RES IMAGES,
PLEASE CONTACT:**

PR AGENCY - IVY LEE
STEFFIE HENDERSON
STEFFIE@IVYLEE.NL
+31 (0) 20 2410303

PR & PRESS - MODEFABRIEK BV
ISABELLE VAN GROENINGEN
ISABELLE@MODEFABRIEK.NL

+31 (0) 20 4421960
+31 (0)6 29060040

@MODEFABRIEK
MODEFABRIEK.NL