

MODEFABRIEK #43 | MORE TO #LEARN

Get the most out of your visit on 9 & 10 July and have a look at the extensive #LEARN programme beforehand, featuring no fewer than twelve MF Talks, Summer School with four Master Classes and, of course, the Experts, who will be on hand to provide one-on-one advice on online marketing and social media - and all of it absolutely free and at your convenience! Consider it a power station for business intelligence updates.



#LEARN = MF TALKS + SUMMER SCHOOL + EXPERT

Modefabriek offers an ever more ambitious #LEARN programme, with essential tips, tools and inspiration for professionals to make your greatest passion an even greater success. During both days of the event, the MF TALKS programme will feature inspiring trend lectures, social media workshops, case studies of successful innovators and panels with pioneers in retail. Free & easy!

Summer School includes four in-depth Master Classes on essential trends and developments in retail and fashion. The Master Classes, organised in collaboration with the Fashion Council NL, are held by leading professionals and of interest to those working in all aspects of the industry, from designers and marketing pros to labels and retailers, whether you are new to the business or want to hone your craft. Tickets can be purchased at Modefabriek.nl or on the spot via the host (provided space is available).

The complete programme will be posted online shortly, but here are a few of the 'must-sees':

MF TALKS

LET INFLUENCERS DO YOUR STORYTELLING

By **Georgina Rutherford**

Monday 10 July // 12.15 - 12.45

Georgina will give you a crash course on influencer marketing in fashion, from its heritage to the vital part of the modern marketing mix it is today. Find out what a good influencer marketing strategy could do for your brand & company and learn how to be totally up to date with your storytelling toolbox.

FROM HERE TO TOKYO (KYOTO AND NEW YORK)

By **Ronny de Vylder**

Sunday 9 July // 15.00 - 15.45 | Monday 10 July // 13.45 - 14.30

What's trending in the trendiest capitals of the world? Ronny roamed the streets of Tokyo, Kyoto, Osaka and New York to share with you his visual roller coaster of retail inspiration; from the coolest shop windows and displays to the best street style, trends and customer service concepts.

MODEFABRIEK #43 | MORE TO #LEARN

WHAT'S THE STORY?

By **The Stone Twins**

Sunday 9 July // 14.15 - 14.45

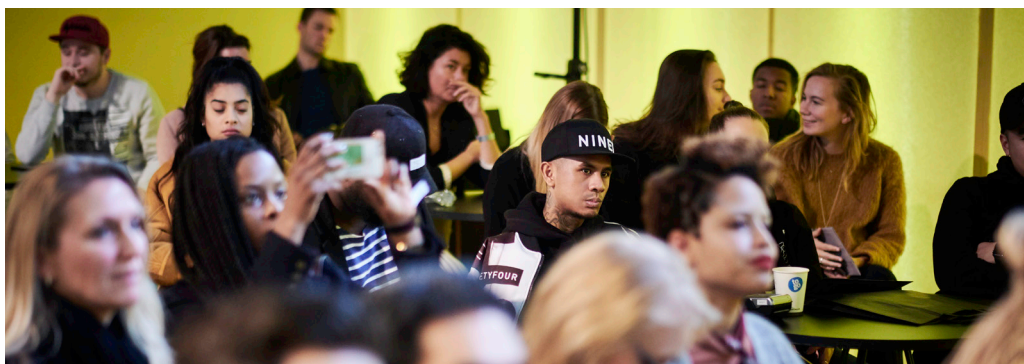
Declan and Garech Stone (aka The Stone Twins) will explain in their inimitable style how branding is much more than logos. They will show how successful brands employ storytelling to convey the authentic personality and quality of their company or product. Enjoy in Super Stereo!

THE FUTURE IS FEMALE

By **Anne Irene van Doesburg**

Monday 10 July // 14.45 - 15.15

If you think of feminism as something our mothers and (great) grandmothers were into, think again! Recent Women's Marches demanding equality and empowerment for women all over the world clearly resonate with hot topics in the fashion industry such as diversity and female power. Male or female, don't miss this macro-trend Talk!



SUMMER SCHOOL

SUMMER TRENDS 2018 X THE 'HOW & WHY' OF TRENDSPOTTING

By **Birgit Muis & Jan Agelink**

Sunday 9 July // 11.00 - 12.30

In this masterclass, Birgit Muis & Jan Agelink of Buro Jantrendman will share their in-depth analysis of the key trends for summer 2018 and beyond. Next they will share the ins and outs of their practice of discovering and composing consumer and fashion trends. A lot has changed in the last 25 years they have been 'trendforecasting', and it will change even more in our digital era! Learn how to spot trends yourself, and how to apply this powerful skill to your specific branch.

ALL ABOUT SHOES

By **Jan Jansen, Lilian Sanderson & Amber Verstegen**

Monday 10 July // 11.00 - 12.30

You've noticed for sure: shoes have been gaining importance in fashion year by year, and the trade of the shoe designer gets more and more spotlights. Hence, for the first time, this Master Class about shoes, by three generations of home grown top designers: Jan Jansen, Lilian Sanderson and Amber Verstegen. Hosted by the 'grand seigneur' of Dutch shoe design Jan Jansen they will tell all about the success of their distinguishing approaches. Shoes make the man, but for women they are pure Prozac!

With such a packed programme, the two days of Modefabriek are over before you know it, but there's more to come! So keep a close eye on Modefabriek.nl and social media and make sure to have your priority list ready to go!

MODEFABRIEK #43 | MORE TO #LEARN

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