



## MODEFABRIEK #43 | QUOTES

### **MAURITS VAN LIER, OWNER // SUMMUM WOMAN STAND 018 \_ DISTRICT C**

*"Our own shops are extremely important to the total experience of our brand. We try to furnish the 3D shop so that, even if you remove the logos, you know it's Summum. The same goes for our stand at Modefabriek."*

### **SUREYYA OZKAN, SALES MANAGER // BESTSELLER STAND 268 \_ DISTRICT A**

*"I think that today's business professionals are absolutely better informed about the business side of the industry. That is why the concept is so important because, after all, the 'back' of a brand must make sense as well, not just the product. Of course, deliveries, turnover rate, etc. also matter. This development is definitely a good thing. Today's business professionals absolutely need the right knowledge in order to be successful."*

### **BORIS JANSSEN, CO-OWNER // FANCY FARMERS ENTERPRISES STAND 210 \_ DISTRICT A**

*"A revival of the 80s and 90s is currently underway. The older and more familiar sports brands are combined with today's fashion. And there is definitely an important role for Champion in this trend. The brand has a huge history in the fashion world but, of course, at Fancy Farmers we know which shops should be targeted."*

### **ALLJAN MOEHAMAD & DEYRINIO FREANK // ATELIER RESERVÉ DRESS LIKE A MAN \_ DISTRICT C**

*"We don't even want a brick-and-mortar shop. If you move around a lot, you gain new inspiration every time. The strength of the pop-up is that, once it's gone, it's gone."*

### **WILL ROWE // PROTE.IN**

#### **MF TALK \_ NEW MASCULINITY: HOW BRANDS SPEAK TO THE MODERN MAN**

*"When it comes to masculinity, brands have to be brave. They will have to show more trans and queer masculinity."*

&

*"Some of the most interesting feminists are men."*

### **JAN AGELINK // BURO JANTRENDMAN**

#### **MF TALK \_ IS ATHLEISURE HERE TO STAY?**

*"Compare Athleisure to the SUV: you can go off-roading with it, it looks fantastic, but you can also use it to go to the supermarket."*

&

*"The 'Spornosexual' with the 'explicit body culture' is the successor to the 'Metroman'."*

&

*"We want to live in Willie Wonka's world."*

### **RONNY DE VYLDER**

#### **MF TALK \_ FROM HERE TO TOKYO**

*"As far as population numbers are concerned, a city like New York or Tokyo is much larger than the entire Netherlands. Everything is an adventure. Go with the flow or you won't survive in these cities."*

&

*"In Tokyo, everything is 'kawaii' or 'cute' and that trend is now taking over New York and Europe. The Olympic Games in Tokyo are dominated by manga figures, action figures, super heroes, that kind of thing."*

### **KIRSTEN JASSIES**

#### **MF TALK // SHARE IT WITH VIDEO**

*"We all have 4G now and soon we will have 5G. That is why Stories are the new Newsfeed and the moving image is the new norm. It's the quality of modern phones that is driving this development."*