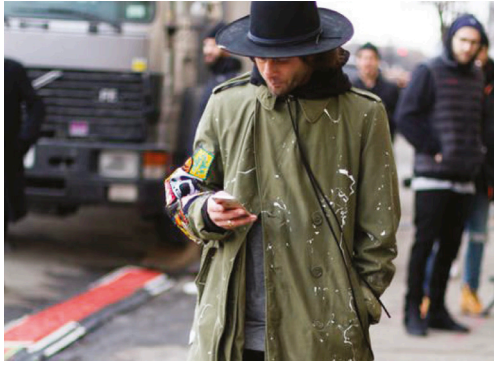
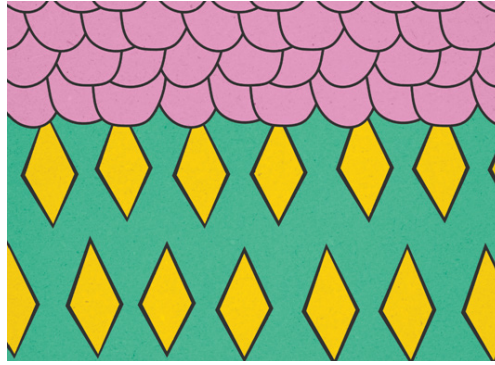


MODEFABRIEK #43 | FUTURE OF SHOPPING

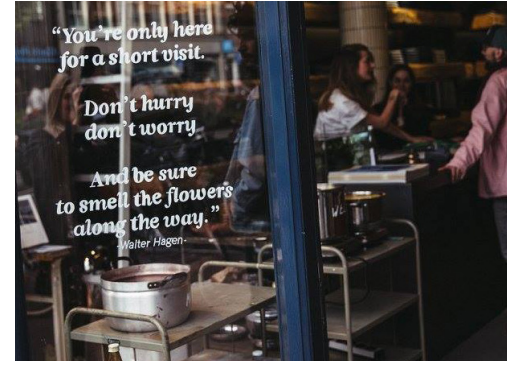
Because of the experience economy, the retail business is currently undergoing a revolution. Shops once provided for a practical need – the customer needs a product – nowadays they are involved in much more than that. The consumer is becoming spoilt. The shopping audience is the guest in an environment that stimulates all of the senses. Today's retail means 'never a dull moment'.



DRESS LIKE A MAN / by Spike Spijker in District C



SCREENSHOP / By Hilde Koenders in District D



THE STORE AS A BRAND / Tenue de Nîmes

STORE AS A BRAND

Shops have become concept stores; they organise pop-ups, collabs, demos and product drops, establish themselves in surprising locations and distinguish their shop with original interiors, events and extraordinary personnel. Physical and online together form one distinctive experience; the store as a brand. At Modefabriek you will experience all of these trends and discover new future perspectives. Discover this while shopping, or take a seat in the classroom for an inspiring MF Talk or Master Class about all of the developments in our industry.

SHOPPING WALHALLA

Reading about the latest retail trends is naturally very interesting and important, but there's nothing like 'the real thing'. Experience the future of retail and be tempted by three future retail shops during Modefabriek:

- + In the SCREENSHOP, an ultimate curated store, located in District D, you will experience the future of shopping with on-line & off-line storytelling. This concept by Hilde Koenders in collaboration with collector Suuz Bisschop (via Angelique Hoorn Management) is curated around the theme of prints.
- + The CURRENT MOOD GALLERY is a shoppable exhibition by Floor Knaapen and Grietje Schepers, with fashion and accessories, design and interior objects, curated around the theme 'Hyper Sphere'. Connecting our deepest nature with our most alien fantasies...
- + DRESS LIKE A MAN by Spike Spijker in District C links the history and the future of the familiar wardrobe. This time, it's all about THE TRENCHCOAT, with among others Revisionist History by Cedric Williams from Harlem NY and live customising by Alljan Moehamad and Deyrinio Freank a.k.a. Atelier Reservé.

And there's more. Pamper your *inner fashionista* at SHOPPING IN PARIS in District A, discover home-grown talent in the CURATED STORE by HTNK, the Denim Market in District B, or score some reading material in Modefabriek's BOOKSTORE, outside in the park!

MODEFABRIEK #43 | FUTURE OF SHOPPING

#LEARN ALL ABOUT FUTURE RETAIL

Future retail is already a central topic in Modefabriek's #LEARN programme. Under the motto 'learn from the best', these are the must-sees for ambitious retailers:

PANEL 'THE STORE AS A BRAND'

Monday 10 July // 11.15am - 12.00pm

i-D editor **Olga Kortz** talks with pioneers such as **Menno van Meurs** from Tenue de Nîmes, **Nick van Aalst** from Hutspot, **Judith ter Haar** from Jones, and **Anna de Lanoy Meijer & Nina Poot** from Anna+Nina. All are exemplary curated stores with a very strong identity where everything revolves around experience.

Also visit:

- + 'WHAT'S THE STORY?' by The Stone Twins
- + 'FUTURE FASHION RETAIL RENEWAL' by Richard Lamb
- + 'REINVENTING RETAIL: FROM PASSION TO PROFIT' by Joël Ferdinandus
- + 'SHARE IT WITH VIDEO' by Kirsten Jassies
- + 'SUMMER SCHOOL Master Class 'POP-UP RETAIL' by Caroline de Jager

See Modefabriek.nl for the entire programme.

Future-proof your business and come to Modefabriek, 9 & 10 July at RAI Amsterdam!

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

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