

TALKS

MORE THAN FASHION AT MODEFABRIEK: discover new brands, stay ahead of the latest trends, find inspiration from industry innovators, and gather the insights necessary to enhance your business success.

SUNDAY 7 JULY



11.00 - 11.45

AUTHENTIC SOCIAL CONTENT

PELPINA TRIP - SOCIAL MEDIA EXPERT

In this AI era, learn how to keep your social content authentic while creating captivating visuals for Instagram, TikTok, and LinkedIn.



12.00 - 12.45

CREATIVE ENTREPRENEURSHIP (DUTCH)

ZEYNEP DAG - ENTREPRENEUR

Zeynep Dag launched Alzúarr in 2017 and quickly gained recognition, winning multiple awards, including Entrepreneur of the Year. Her extravagant designs are worn by stars like Rihanna and Beyoncé. She also founded the Business Fashion Academy to mentor the next generation of fashion entrepreneurs.



13.00 - 13.45

PLAY FOR REAL

JAN AGELINK - BURO JANTRENDMAN

Discover how future fashion systems use AI to enhance sustainable choices. Meet new generation designers redefining our relationship with clothing through joy and hands-on craft. Plus, get key take-aways on 'PLAY FOR REAL' season styles, including important silhouettes, materials, and moods.



14.00 - 14.45

CHAOS AS A COMPASS

LOUISE BYG KONGSHOLM - TREND EXPERT

In a world of chaos and change, join Louise Byg Kongsholm, trend expert extraordinaire, as she reveals how chaos can be your guide to the "new normal." Gain insights into short-term and long-term trends that will revolutionize the lifestyle industries!



MODERATOR

Charlotte is our TALKS Moderator, she will introduce every speaker and invite everyone to join the conversation! She is an accomplished retail professional and has her own podcast called BRAND NEWS which delves into the fashion industry.

MONDAY 8 JULY



11.00 - 11.45

SEE ALL THIS (UPON RESERVATION ONLY)

LIDEWIJ EDELKOORT - TREND FORECASTER

Trend forecaster Lidewij Edelkoort will be on our Talks-stage for the first time. In collaboration with magazine See All This, she shares her vision on the future of fashion and design. Find out about the social dilemma of overdressing, discover fashion as art and celebrate yellow as the new pink.



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