

OFF_SOUTH

BY MODEFABRIEK

MODEFABRIEK INNOVATES WITH DESTINATION EVENT 'OFF_SOUTH'

- THIS SUMMER, GET READY FOR A PIONEERING, NEW GENERATION FASHION MEET-UP: OFF_SOUTH BY MODEFABRIEK.

Innovation, dynamism and creatively anticipating the latest trends are all intertwined in Modefabriek's DNA. That's why it's time to welcome a new meeting place for front-running stores and brands, a separate event to complement Modefabriek and Denim Days. Expect a breakout selection of streetwear, sportswear, denim and new classics.

OFF_SOUTH will drop on Monday 8 July at Temp., a unique temporary location in Amsterdam. A chilled B2B hangout with a high People2People factor, Temp. was specially designed with this new generation segment in mind. It's all about meeting, sharing & storytelling in a raw, informal and creative setting. With music, food and drink, and stunning key pieces and collection highlights at every turn.

OFF_SOUTH is open from 11:30 until 21:30 and professionals get in for free. There's a shuttle service between OFF_SOUTH and Modefabriek.

OFF_SOUTH expects to host some 50 Dutch and international brands. Their names will be announced in an upcoming press release. We'll keep you posted!

WHAT OFF_SOUTH BY MODEFABRIEK
WHEN Monday 8 July 2019, 11:30-21:30
WHERE Temp., Burgerweeshuispad 301, Amsterdam
WELCOME Free for professionals. Combined ticket for
OFF_SOUTH + Modefabriek: €10 ex VAT / €17.50 at the door.

For more information and hi-res visuals, please contact: PR & PRESS - MODEFABRIEK BV
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