



MODEFABRIEK

AMSTERDAM FASHION TRADE EVENT / 26 + 27 January 2020

Fashion professionals of all types, sizes and tastes gather Sunday January 26 and Monday January 27 2020 for the winter edition of Modefabriek. In addition to the more than 500 relevant fashion brands that exhibit there, Modefabriek is also a large living trend monitor and an unmissable combination of up-to-date expertise. The MF Talks program provides essential business intelligence, from Trend Talks and Instagram workshops to educational Success Stories and Panels on Sustainability, for a smart start of the new fashion decade. In short:

INTERVIEW KATJA SCHUURMAN X POM

None other than Dutch actress and TV personality Katja Schuurman will join us at Modefabriek to talk about her colourful collaboration with POM Amsterdam. And, of course, to present their latest collection 'Celebrate Life' for Fall Winter 20/21!

Sunday 26 January / 16.00 - 16.30



THE TEN (NEW) PILLARS OF DESIGN by DAVID SHAH

Trend centipede David Shah looks at 10 core strategies and developments to win back an increasingly disinterested consumer. He'll talk you through the slowbilisation economy all the way down to living in a frameless society, and all the disruptions, tech innovations, coping mechanisms, new geographic hotspots, soul saving and 'hopepunk' in between. Indeed, change is coming!

Sunday 26 and Monday 27 January / 13.00 - 14.15



MIND THE MEGATRENDS by LOUISE BYG KONGSHOLM from PEJ

What are the 8 most relevant megatrends affecting the values, attitudes and behaviors of modern consumers across industries? Louise Byg Kongsholm, CEO of Scandinavia's largest trend institute Pej Gruppen, spells them all out for you, including trends such as sensible tactility and seeking silence. Start no future concept or product without this knowledge.

Monday 27 January / 11.00 - 11.45

INSTAPROOF IN 2020 by KIRSTEN JASSIES

Fashion brands, creators and influencers, what are they up to on Instagram in 2020? And how do you yourself create the best content for your audience in a time where everyone is a creator? Social expert Kirsten Jassies, author of the bestselling book Instaproof, gives you smart tips and a hands-on strategy to tackle this Instagram beast in 2020.

Sunday 26 and Monday 27 January / 11.00 - 11.45



SUSTAINABLE PANEL #1 FUTURE OF DENIM

Lets Talk about sustainability in denim anno 2020. Sander van de Vecht of Denim.Lab, Zoé Daemen and Sara Dubbeldam of Kuyichi and Maarten Wentholt of Denim City, and also sustainable denim teacher at Jean School, get down to 'the devils in the details', how the industry is evolving and where to take the green jean ambition next.

Sunday 26 January / 12.00 - 12.45

SUSTAINABLE PANEL #2 THE YEAR OF NO RETURN

Modefabriek invited three sustainable fashion pioneers - Danish fashion designer Signe Roedbro (By Signe), sustainable design expert Annouk Post and Belgian retailer Stefanie Vereecken (Harvest Club) - to share their vision on what to expect and how to act in the 'roaring' decade ahead, in which consumers and fashion professionals will demand and firmly stand for sustainable fashion practices.

Monday 27 January / 12.00 - 12.45

SUCCESSION STORIES FABIENNE CHAPOT & ONLY FOR MEN

How to be successful in fashion? Modefabriek invited these local heroes to share their tactics: Fabienne Chapot and her creative director Sophie van Bentum, and father and son Piet and Arthur Feenstra of Only for Men. Hear their stories, learn how they manage to keep their brands relevant and what role their own stores play in their success stories.

Sunday 26 January / 15.30 - 16.00

THE DEVIL IS IN THE DETAILS by RONNY DE VYLDER

We find ourselves in the era of big themes, big problems and big words. As consumers and retailers alike, we are looking for ways to face the challenges. Fortunately we have creativity and innovation to light the path. Ronny de Vylder takes you on a staggering visual tour showing how artists, designers, brands and retailers find beauty in chaos. Get inspired!

Sunday 26 and Monday 27 January / 14.30 - 15.15

Keep an eye on our website and social media channels for the latest updates of the Modefabriek program and plan what you don't want to miss!

MODEFABRIEK.NL
@MODEFABRIEK

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

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