

TALKS

SUNDAY JANUARY 22

MONDAY JANUARY 23

Modefabriek is More Than Mode: Besides discovering new brands it is also a place to learn about important trends, find inspiration in unique individuals from the field, and acquire essential knowledge for bringing out the best in your business.



11.00 - 11.45

ROLE PLAY AW 23/24

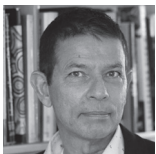
JAN AGELINK - BURO JANTRENDMAN
Identity & expression in fashion: more diversity and equality in society is also reflected on the catwalk and on the street. Jan shows how these developments affect what fashion looks like for AW 23/24.



11.00 - 11.45

VIDEO: TRENDS FOR INSTA & TIKTOK

KIRSTEN JASSIES - SOCIAL MEDIA EXPERT
How to create fashionable videos with just your phone to inspire people to buy from you? Kirsten shows and gives you examples and how to's. Let's go viral!



12.00 - 13.15

SELF EMPOWERMENT

DAVID SHAH - TREND WATCHER
Self-empowerment because we cannot see the future and do not trust those who say they do!



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13.30 - 14.15

WHAT DUTCH MEN WILL WEAR THIS FALL

ARNO KANTELBERG - STYLE PASTOR
Can we help the Dutch man find his way through the jungle of men's fashion trends for this fall? Yes, but Arno Kantelberg would like to sound the alarm for a clothing trend that threatens to return!



13.30 - 14.15

THE NEW MAN

MEHTAP GÜNGÖRMEZ - MENSWEAR TREND FORECASTER
What does the new man look like? Mehtap shows you what the (future) man looks like through various key trend forecasts.



14.30 - 15.15

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CREDIBLE SUSTAINABLE COMMUNICATION

MARIEKE EYSKOOT - SUSTAINABLE FASHION & LIFESTYLE EXPERT
Sustainability in fashion isn't just about what you sell, but also how you sell it!



15.30 - 16.15

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MASTERCLASSES

SUNDAY JANUARY 22

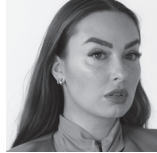
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Want to know all ins and outs about everything that comes with doing business in retail? Get a 30-min update on your topic of choice by one of our experts, followed by a Q&A.



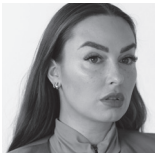
11.00
BOOST SALES WITH THE RIGHT STOCK NIENKE HOEKSEMA - BUYING SPECIALIST

Draw up a strong purchasing plan with Nienke: she gives three tools to buy even sharper, by linking your intuition with your data from the cash register system.



11.00
UPCYCLING THE NEW NORM INEZ NAOMI CORREA ALVES - DESIGNER & FOUNDER VERSATILE FOREVER

Why should upcycling and diversity be the new norm and how they are related? Inez shows what change is needed.



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12.00
THE ULTIMATE STYLING TIPS & TRICKS VALÉRIE NTANTU - STYLIST & CREATIVE

Valérie shares her ultimate styling and branding tips for creating creative, effective and accessible fashion images that can be used in campaigns, lookbooks and socials.



13.00
STORYTELLING IS KEY STEPHANY GONCALVES - COMMUNICATION DIRECTOR OONA AGENCY

How to put your community at the center of your brand and tell stories beyond the product.



13.00
VISUAL MERCHANDISING: THE WHY AND HOW GUIDE RONNY DE VYLLDER - CREATIVE VISUALISER

Ronny guides you through the main principles of visual merchandising and an attractive window and instore presentation.



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AUTHENTIC SOCIAL MEDIA PRESENCE RUBIA HEYER - CREATIVE COMMUNICATION

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