

# TALKS

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.

## SUNDAY JULY 9



11.00 - 11.45

### **FUTURE ARCHEOLOGY**

JAN AGELINK - BURO JANTRENDMAN

IN THE FUTURE WEAR THE PAST. Get ready for digital & physical garments that blend past aesthetics with future possibilities and see what fashion looks like for SS24.



12.00 - 12.45

### **BANLIEUE**

OWNERS BANLIEUE - LIFESTYLE BRAND

In a live interview, the three owners of Banlieue with their unique vision and style will tell you all about their entrepreneurial story, their foundation and the special projects they work on.



13.00 - 14.30

### **MY WAY - WELCOME TO THE AGE OF IMAGINATION AND TRANSFORMATION**

DAVID SHAH - TREND WATCHER

How many times have we heard it: "Everything is going to change." Well 'Transformation' is once again the word of the moment. Covid did accelerate change. Are you going to fight it, live with it or embrace it?



14.30 - 15.15

### **SUSTAINABLE PANEL DISCUSSION**

Our host Maurice Seleký talks with sustainable experts: department store TOMO, the marketplace for second hand designer brands The Next Closet, and fashion brand O My Bag.



15.30 - 16.15

### **GET VIDEO SMART: TIPS FOR SOCIAL VIDEOS!**

PELPINA TRIP - SOCIAL MEDIA EXPERT

How to create captivating short social videos with just your phone. Pelpina shows you easy and FAST video formats, and shares practical tips on filming and editing apps. Ready, set, film!

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# MASTERCLASSES

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.

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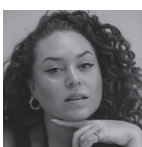


11.00

### NO SHINE, NO BUY

RONNY DE VYLDER - CREATIVE VISUALISER

An Adrenaline-Fueled Journey Through the Vibrant Streets of Seoul,' Discover why 'No Shine, No Buy' perfectly encapsulates the essence of this dynamic city, and prepare to be inspired by its vibrant offerings. (Dutch only).



12.00

### AUTHENTIC SOCIAL MEDIA PRESENCE

RUBIA HEYER - CREATIVE COMMUNICATION

Create an authentic online presence you can keep up. With insights and small assignments, Rubia gets you sorted on your social media communication.



13.00

### CIRCULAR FASHION IS HERE TO STAY

RECONSTRUCT - DESIGN COLLECTIVE

REconstruct will share their insight on the importance of circular fashion and will inspire the audience by giving a peek into their design process.



14.00

### THE STYLING GUIDE: FROM RUNWAY TO ALL BODY TYPES

DAYENNE BEKKER - STYLIST

In this masterclass Dayenne will guide you how to take fashion from runway to stores and make it appealing for customers with all body types.

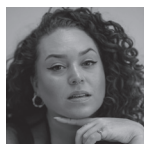


15.00

### HOW TO STAY UP-TO-DATE WITH THE EVER-CHANGING FASHION JOB MARKET FASHION SOLUTION - FASHION & LIFESTYLE JOBS

Celina Sjauw shows you the changes in the fashion job market, and the opportunities you can create for yourself to get ahead of your competition!

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