Dutch Fashion Foundation Presents: The winners of the Dutch Fashion Awards 2011
Conny Groenewegen and HyunYeu

On Friday the 4th of November 2011 the Dutch Fashion Foundation celebrated the fifth edition of its talent-launching platform the Dutch Fashion Awards. A top-notch international jury unanimously chose Conny Groenewegen as the winner of both the Mercedes-Benz Dutch Fashion Award of 25.000 euro's in cash, and the International Fashion Incubator Award. Conny Groenewegen’s label CG was heralded for offering perfectly balanced craftsmanship and innovation in knitwear, resulting in highly covetable unique pieces for the high-end fashion market.

"The jury was instantly and unanimously convinced by the artistic integrity of this designer who provides the fashion industry with much needed oxygen” Mrs. Fabiana Giacomotti, the Editor-in-chief of Fashion Illustrated, and Mr. Armand Hadida, owner of L’Eclaireur and Tranoï in Paris declared about the winning designer Conny Groenewegen, on behalf of the entire jury.

The Mercedes Benz Dutch Fashion Award, a cheque of € 25.000 and the invitation to show during one of the forthcoming editions of the Mercedes-Benz Fashion Weeks, is granted to the Dutch designer most likely to succeed in bringing their label onto the international market. Previous winners of the Mercedes Benz Dutch Fashion Award were Klavers van Engelen, Monique van Heist, Sjaak Hullekes and Iris van Herpen.

The International Fashion Incubator Award 2011 is offered by Biffi and their SpazioGenova showroom in Milan. Conny Groenewegen’s label CG will be hosted in the SpazioGenova showroom during two consecutive sales seasons, a prize easily worth some 8000 euros.
The Dutch Fashion Incubator Award 2011 was granted to Korean born designer Hyun Yeu, for his menswear label ADO LES SCENTS. Hyun Yeu is invited to present and sell his collection in a pop-up store in Dutch luxury department store De Bijenkorf in the spring of 2012.

The prestigious international jury for this lustrum edition of the Dutch Fashion Awards, held at the Grote Kerk in The Hague, consisted of:

- **Tiziano Cereda**, owner and manager of the Biffi boutiques and fashion, art and design showroom SpazioGenova in Milan.
- **Fabiana Giacomotti**, editor-in-chief of Fashion Illustrated and Fashion Science professor at La Sapienza University in Rome.
- **Tiziana Cardini**, Fashion Director of Rinascente in Milan.
- **Barbara Mastoroudes**, Worldwide Learning & Development Director at PPR Luxury Group.
- **Kat Nadj**, Senior HR Manager for PPR Luxury Group, both in London.
- **Armand Hadida**, initiator and owner of L’Eclaireur and Tranoï in Paris.

The annual Dutch Fashion Awards event is part of the Dutch Fashion Foundation’s mission to strengthen the role of Dutch fashion on an international level for more than a decade. Next to this national Awards gala with an international audience, the Dutch Fashion Foundation organises the Dutch Touch campaign, presenting contemporary mid to high end Dutch fashion labels on key international markets like Paris and Milan. Since 2001 Dutch Touch has been operating in fashion capitals such as Rome, Milan, Paris, London, New York, Vienna and, back home in Amsterdam and The Hague. The Dutch Fashion Foundation is supported by the Dutch Ministry of Economic Affairs for the internationalisation of Dutch fashion design as part of the 2g@there program and the World Fashion Centre in Amsterdam.


For more information and visuals on the event, the awards, the designers and jury members we kindly refer to our website: www.dutchfashionawards.com

Download link high res images: [http://download.peterstigter.com/DFA_11_PERS.zip](http://download.peterstigter.com/DFA_11_PERS.zip)

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Since the Dutch Fashion Foundation kick-off in 2001, the organization dedicated itself to the reinforcement of the Dutch fashion discipline in the international fashion industry. Having faced recent economic tides successfully, the foundation feels strengthened in its objectives and managed to support Dutch designers more efficiently with its Dutch Touch campaign, the Dutch Fashion Awards and its latest initiative called DFF Network.

The Dutch Fashion Awards photo campaign is made possible by New Babylon. [www.newbabylon.nl](http://www.newbabylon.nl)