Dutch Touch Coming Home 2011

‘Export starts at home’. On 17 and 18 July the Dutch Touch campaign is going to Modefabriek Amsterdam under the title of Dutch Touch Coming Home. Since 2001 the Dutch Touch campaign has been operating in the most significant fashion capitals such as Milan, Rome, Paris, Florence and New York. And in the future Amsterdam can be listed as well.

The partnership between Dutch Fashion Foundation and Modefabriek was born because of a shared main objective: providing a platform for Dutch fashion designers. Angelique Westerhof, director of Dutch Fashion Foundation: "We are very pleased with this partnership. We believe in the foundation of Dutch fashion. Only together this foundation can be build, existing from a combination of various competences. In our perspective it is significant to join forces more than ever in the support of Dutch fashion. Dutch Fashion Foundation works for, because of and with designers and sees a very encouraging, mutual recognition in the missions of as well Modefabriek as Dutch Fashion Foundation".

During Dutch Touch Coming Home, ten prominent Dutch labels present their Spring/Summer 2012 collections to the Dutch market. Dutch Fashion Foundation is proud to introduce: ADO LES SCENTS, Antoine Peters, Corné Gabriëls, Rianne de Witte, Sjaak Hullekes, Sober, Sophie#1234567+, Treasures Design, Van Markoviec and*DIED*.

Modefabriek
17 - 18 July 2011
Refined +
Amsterdam RAI

Modefabriek
Modefabriek’s mission is to be an innovative and distinctive business-to-business trade show for labels that stand out by their uniqueness, quality and continuity. High-end, trendsetting, creative and innovative, these are the most important core values and pillars. Modefabriek is more than a trade show. Its emphasis is on an inspiring and comprehensive programme showing various disciplines. Modefabriek interfaces between fashion, design, food, art, photography and music.

Dutch Fashion Foundation
The Dutch Fashion Foundation is focused on strengthening Dutch fashion in the field of economic and cultural values, both national and international. The Dutch Fashion Foundation translates the creative values of leading Dutch designers and labels into an economic model, which brings growth and independency to these Dutch designers and labels. The foundation offers an international network and knowledge developed and built throughout the years.

The Dutch Fashion Foundation tries to develop a strong, professional fashion industry, and bring it to the attention of a broad public. One of the main activities of the Dutch Fashion Foundation is the Dutch Touch campaign. Since 2001 the Dutch Fashion Foundation is present with the Dutch Touch campaign at major fashion fairs in Milan, Florence and Paris. Dutch Touch also supports activities and special projects in the Netherlands and abroad in cities as Rome and New York.

Thanks to the Dutch Touch campaign the international knowledge of Dutch fashion designers increased, by generated attention from international press, buyers and agencies. The Dutch Touch campaign is structurally supported by the Dutch government.

www.modefabriek.nl
www.dutchtouch.com