



DUTCH TOUCH MILAN 2009

The Dutch Fashion Foundation invites you
to the continuation of the Dutch Touch Milan campaign
featuring the A/W 09-10 womenswear collections of

MARCHA HÜSKES

COLLECTION PRESENTATION

SATURDAY FEBRUARI 28TH
4.30 PM – 7 PM

SHOWROOM PAPAVERI
VIA A. MAFFEI ANG. VIA CLUSONE - MILAN

WHITE SHOWROOM

SUNDAY MARCH 1ST TILL TUESDAY MARCH 3RD
9.30 AM – 6.30 PM

SUPERSTUDIO SET, MAGNA PARS
VIA TORTONA 15 - MILAN

SPIJKERS EN SPIJKERS

WHITE CLUB CATWALK SHOW

MONDAY MARCH 2ND
12.30 PM

MUSEO DELLA PERMANENTE
VIA TURATI 34 - MILAN

WHITE CLUB SHOWROOM

SUNDAY MARCH 1ST TILL TUESDAY MARCH 3RD
9.30 AM – 6.30 PM

VIA TORTONA 27 - MILAN

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The Dutch Touch Milan 2009 campaign is a continuation of the Milan project started by the Dutch Fashion Foundation in 2008 with the support of the Dutch Ministry of Economic Affairs.

With its base on WHITE from Sunday the 1st of March till Tuesday the 3rd of March, the main focus of this mission is to support Dutch designers in the embedment of their labels in the Italian and international market. Dutch Touch concentrates on the presentation and sales of the autumn/winter 2009-2010 womenswear collections, reaching out to international buyers, agents and media.

The Dutch Touch campaign has been operating since 2001 in the most significant fashion capitals such as Rome, Paris and New York, with the aim to reach out to other markets in order to introduce them to Dutch design. Dutch Touch Milan was first introduced at WHITE in February 2008 and has been returning every Milan fashion week since with a selection of womenswear and menswear designers who are entering the international market with refreshing and unique new signatures and styles definitely worth discovering. Last year at WHITE we saw the Milan introduction of womenswear designers Klavers van Engelen, Spijkers en Spijkers, Marcha Hüskes and Mattijs, the menswear labels Sjaak Hullekes, Sebasic and the label Hans Ubbink with a womenswear as well as a menswear collection.

Since last January the Dutch Fashion Foundation also had the pleasure of starting a collaboration with the Camera Italiana del Buyer della Moda which will continue through 2009, to present the collections of Dutch designers to a select group of Italian buyers.

The Dutch Fashion Foundation positions Dutch fashion on a national and international level by the creation of innovative, high quality services through which the cultural and economic values of fashion can meet and strengthen each other.



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DUTCH
FASHION
FOUNDATION



Consulent Generaal van het
Koninkrijk der Nederlanden

WORLD
FASHION
CENTRE



CAMERA ITALIANA BUYER MODA

ATILA & CO

WHITE