



MODEFABRIEK

AMSTERDAM FASHION TRADE EVENT / 26 + 27 January 2020

The Netherlands' leading fashion event is getting ready for its next edition: on Sunday 26 and Monday 27 January, Modéfabriek returns to Amsterdam RAI to provide professionals from all corners of the fashion industry a biannual boost. Expect four halls bursting with relevant brands, new trends, retail inspiration and the latest hands-on knowhow. At this year's winter edition of Modéfabriek, the North Hall is once again home to menswear's finest. At the centre of The Strip, the DRESS LIKE A MAN platform pays homage to a topical menswear classic that unites all generations and style tribes, from Old Boy to Home Boy: THE BLACK SUIT.

DRESS LIKE A MAN!

Sharp as a knife and tirelessly cool: whether it's worn formally or provocatively, in retro style or with avant-garde flair, as serious chic or mod Beat, it's always an uncompromising look. Host Spike Spijker is raring to introduce you to a select group of modern makers of The Black Suit:

Liesbeth Sterkenburg presents a new relevant fashion tribe with her unisex fusion of chilled streetwear and classic tailoring; the Newstreet Expos. Black is the ultimate default colour in her collections.

Vanderwilt, the Amsterdam label billing itself as 'a destiny for leather artistry' with a predilection for black, will present its first menswear collection at Modéfabriek.

Paul Kruise is best known for his handmade bespoke jeans. He's now added a Black Workers Suit to his tailoring operations, including matching shirt.

Jouez les Enfants is the menswear, handmade-in-Amsterdam, label from fashion duo Spijker & Splinter. At this edition, they are introducing the Soft Suit, a loose-fit suit with Japanese influences.

Yoost, the menswear label of Joost ten Broek makes collections of leftover fabrics. The signature piece; the boiler suit that is completely black this season with elements referring to a Motorcycle jacket.

Other names, such as vintage menswear connoisseur **Tommy Page**, trend forecaster **Antoinette van den Berg**, Harmony Hendrickx from **CKX STUDIO** will reveal their vision of the black suit in the aptly named exposition The Black Suits. Amid this male style extravaganza, hair stylist **Tim Meeuwissen** will be fitting visitors up with a matching Beatles haircut. Who's up for it?



Also on The Strip: SPORTS STORE & ALL PLAY

Alongside the black suit, it's primarily sport and games that dominate this man's world. Be inspired in the **SPORTS STORE** or the **ALL PLAY** zone. With comfortable sportswear and advanced sportswear-inspired fashion invading our wardrobes, we naturally need fit bodies (and minds!). Get motivated for some serious sweatwork in Personal Training sessions with stylist and boxing trainer Steven Dahlberg. And shop for the active mood in the specially-curated **SPORTS STORE**.

If sporty games are more your thing, don't miss the ALL PLAY zone on the same strip. Old school analogue 'gaming' is back! Great prizes – selected from the Modéfabriek Denim Market – are up for grabs every hour, so it's time for your fun break. Winner takes all!

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